TearSheet

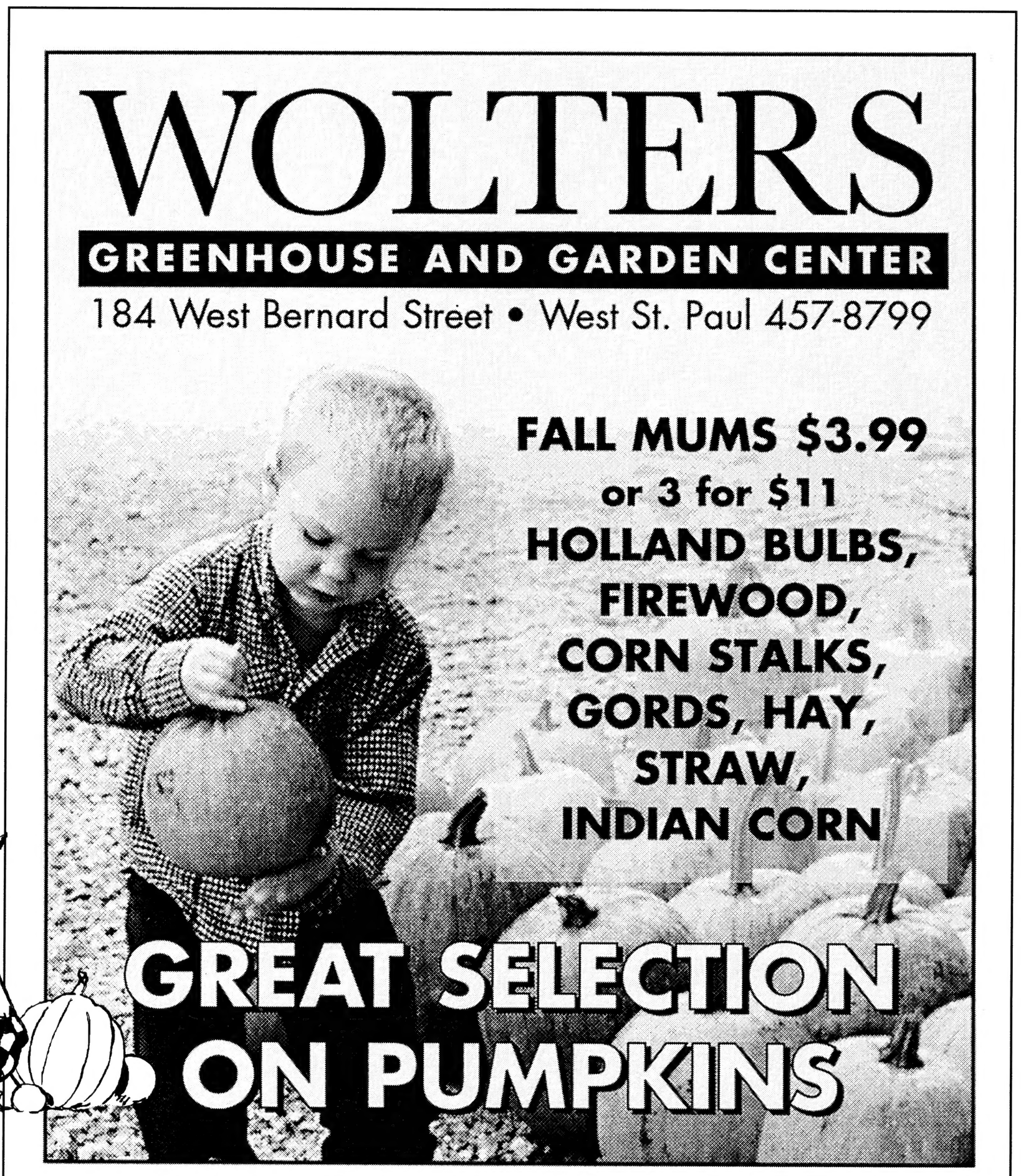
OCTOBER 1996

LC

Doug Fleener

Graphic Artist
Lillie News
2515 E. Seventh St.
North St. Paul, MN 55109

Cute photoconversion of boy with pumpkins from Oct. 95 *PMS*, p. 14, adds the perfect fall feeling to this black and white newspaper ad for a greenhouse and garden center. A ghosted rectangle sets off listing type, and a drop shadow sets off the subhead at the bottom of the design.



Case Histories

Cheryl A. Early

Graphic Designer/Promotions Division
The Daily Press, Inc.
7505 Warwick Blvd.
Newport News, VA 23607

Ghost with treat bag and border of bats and eyes (Oct. 95 *PMS*, p. 4 and p. 18 respectively) lend a haunting air to this black and white ad for a newspaper's ghost story phone line. Early said, "The artwork was perfect!"

It's a
Spooky
Sensation!
The 1-LINE Halloween Trivia Line
Call 928-1111 and enter
Category "1-BOO" (1266)
It's FREE and FUN for kids of all ages!
From Oct. 6-31, the young and young-at-heart can call our free Halloween Trivia Line to hear creepy fun facts and ghoulish tales 24 hours a day. You can even call at the stroke of midnight--if you're brave enough! Choose any of these selections for a truly hair-raising experience:
Horror Movie Trivia
Ghost Story Club
Visit to a Haunted House
Strange But True Reports
What Was That?!!!
Halloween Safety Tips
MESSAGES CHANGE EVERY DAY BETWEEN OCTOBER 6 AND 31, so summon up your courage and call daily. You'll see just how much fun Halloween can be!
Daily Press
1 LINE
928-1111
357-6594 (Isle of Wight, Smithfield) • (800) 981-6600 (Middle Peninsula)
Enter Category 1-BOO (1266)
In cooperation with NewMarket Shopping Center and Sandpiper Books.
10-31-95

Case Histories

Kris Kroemer

Desktop Publishing Specialist
Martin Bros. Dist. Co., Inc.
406 Viking Rd.
Cedar Falls, IA 50613

Kroemer combined a Southwestern-style border (Oct. 93 *PMS*, p. 20) with a classic cowboy on horseback (Feb. 93 *PMS*, p. 12) for this cover design. Printed in orange, brown, blue, green, gold, and gray on tan stock.

Case Histories

Ed Rother

Creative Artist
ADVO, Inc.
3910 Sinton Rd.
Colorado Springs, CO 80907

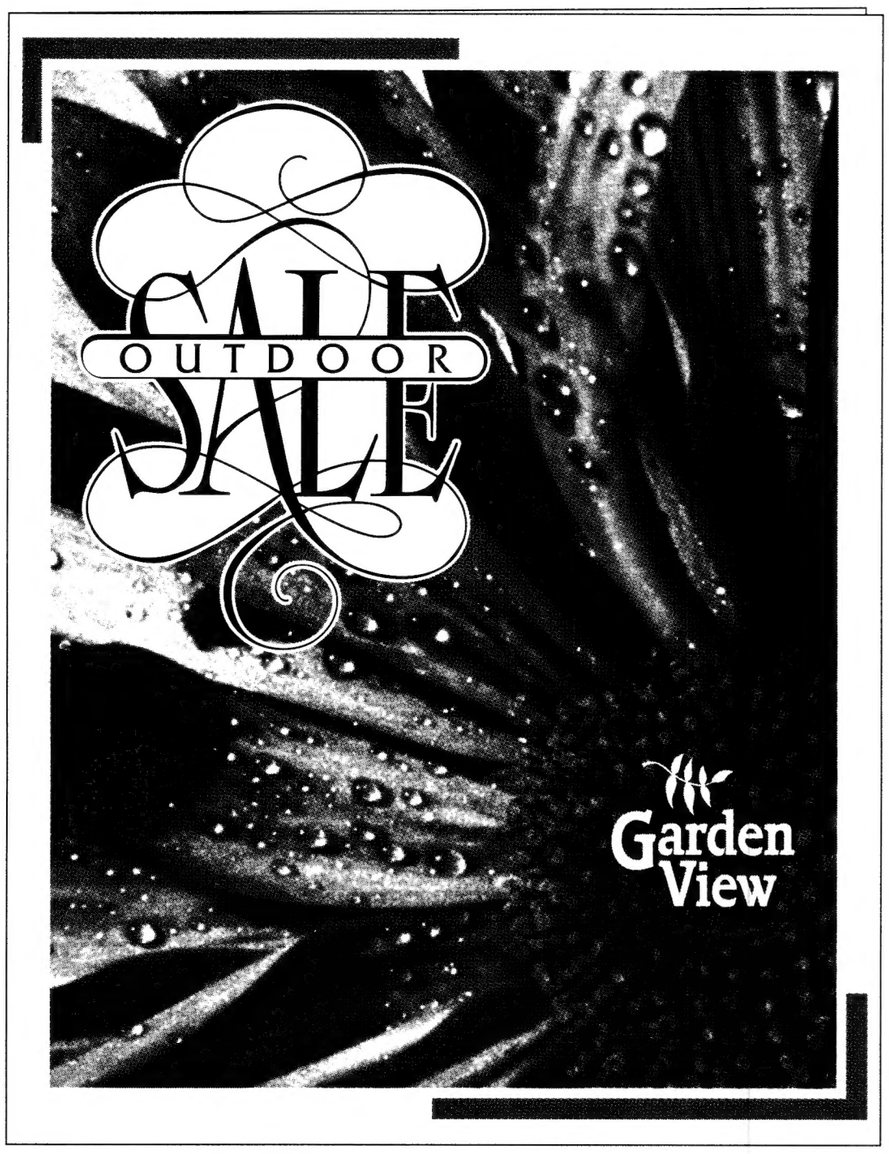
Rother used the color separation from Sept. 94 *PMS*, p. 26, 27, 28, to create the cover design on this advertising insert. He took the full-color proof of the color separation (p. 26) and converted it to grayscale. Printed in brown and teal on white stock.

Nick Lakin, Janet DeClute, Jim Tschumper

Advertising Manager, Art Coordinator, Keyliner
United Building Centers
125 W. Fifth St.
Winona, MN 55987

The face of the jester from Apr. 89 *PMS*, p. 17, was altered and simplified for use in the designs for this T-shirt, banner, and advertisement. "We needed a visual element to tie all of our promotional pieces together for this sales event," said DeClute. "Thanks for the great art!" Printed in pink, gold, and black on white.

001YF.EPS



Above: Nursery sale poster features flower from Aug. 94 *Print Media Service*, p. 16, "Outdoor Sale" lettering from Apr. 91 *Print Media Service*, p. 22, leaf from Jan. 95 *Clipper*, p. 16.

October 1996

Each month, we will explore a different creative exercise, designed to take you beyond the obvious and help stretch your imagination. The raw materials for this feature are anything ever published in *Print Media Service*, all of which – as a subscriber – you have access to through *Art On Demand*.

Questions or suggestions regarding this feature? Phone us at 309.687.0239, or FAX us at 309.688.8828.

002YF.EPS

Above: Boy in raincoat from Mar. 96 *Print Media Service*, p. 14, ducks, sun, clouds, and raindrops from Apr. 95 *Print Media Service*, p. 10, "Shower Of Savings" lettering from Apr. 94 *Print Media Service*, p. 22.

Right, top: Man on phone from May 95 *Print Media Service*, p. 14, starfish on sand from June 95 *Print Media Service*, p. 14.

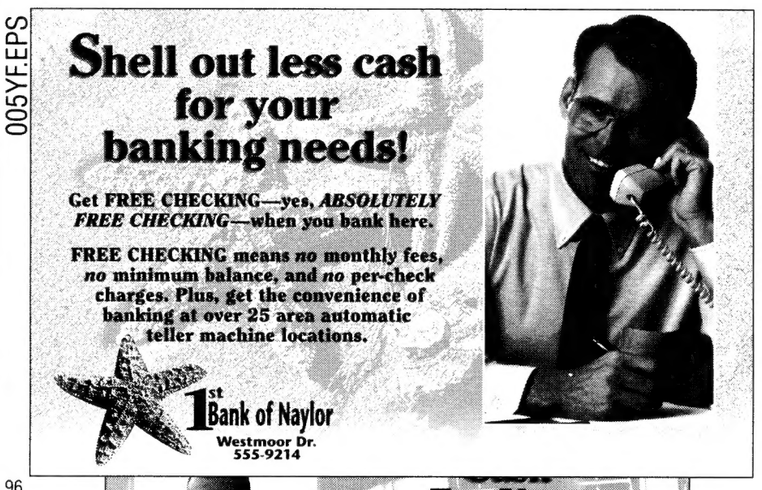
Man with newspaper from Feb. 96 *Print Media Service*, p. 14, dashboard from Apr. 94 *Print Media Service*, p. 16.

the Idea File

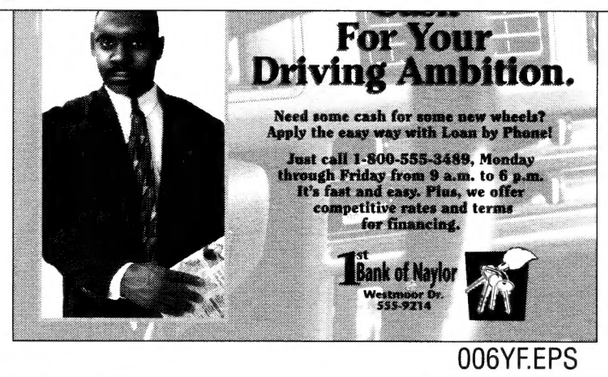
Print Media Service Photoconversions And Duotones Give Your Designs Pizzazz!

Every month, turn to page 14 for a full page of photoconversions. In cases where continuity is desired, *Print Media Service* offers many photo series of the same subject with different poses and expressions. *Print Media Service* photographs have been converted to line by means of halftone or special effect line screens. Halftone screen rulings are equivalent to 85-line for ease in reproduction. Because they are pre-screened, you can use them as you would line art. On page 16, you'll find two color plates for duotones. To see what each month's duotone looks like when printed, turn to page 15.

005YF.EPS


Shell out less cash for your banking needs!
Get FREE CHECKING—yes, ABSOLUTELY FREE CHECKING—when you bank here.
FREE CHECKING means no monthly fees, no minimum balance, and no per-check charges. Plus, get the convenience of banking at over 25 area automatic teller machine locations.
1st Bank of Naylor
Westmoor Dr.
555-9214

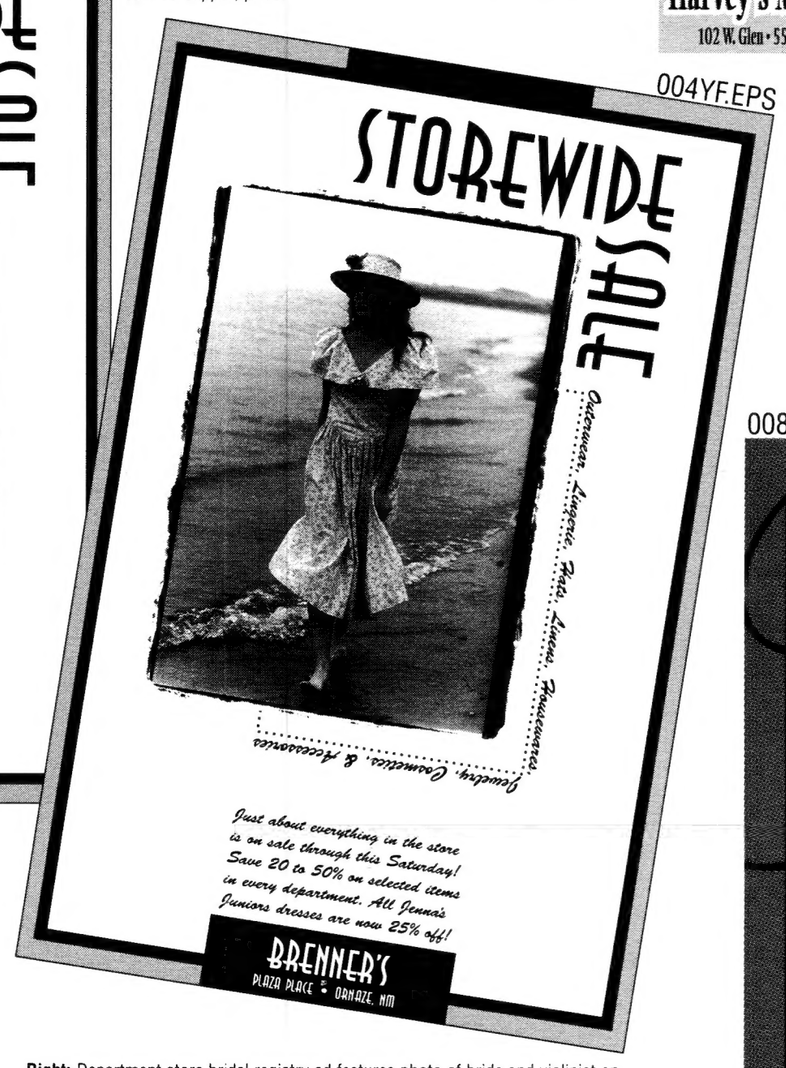
006YF.EPS


For Your Driving Ambition.
Need some cash for some new wheels? Apply the easy way with Loan by Phone!
Just call 1-800-555-3489, Monday through Friday from 9 a.m. to 6 p.m. It's fast and easy. Plus, we offer competitive rates and terms for financing.
1st Bank of Naylor
Westmoor Dr.
555-9214

003YF.EPS

STOREWIDE SALE
Outerwear, Lingerie, Hats, Linens, Housewares, Jewelry, Cosmetics, & Accessories
Save big throughout the store this Saturday! Prices on selected items in every department are reduced from 20 to 50%. Save 20% on all Women's Carlita coordinates.
BRENNER'S
PLAZA PLACE • ORANGE, NM

004YF.EPS


STOREWIDE SALE
Outerwear, Lingerie, Hats, Linens, Housewares, Jewelry, Cosmetics, & Accessories
Just about everything in the store is on sale through this Saturday! Save 20 to 50% on selected items in every department. All Jenna's Juniors dresses are now 25% off!
BRENNER'S
PLAZA PLACE • ORANGE, NM

Above, right: Department store ad series features woman in suit on beach from July 93 *Print Media Service*, p. 14, and woman on beach in dress from June 94 *Print Media Service*, p. 14.

Right: Department store bridal registry ad features photo of bride and violinist on beach from June 93 *Print Media Service*, p. 14.

Below: Restaurant table tent features little boy from May 96 *Print Media Service*, p. 14, and "Birthday Bash" lettering from Feb. 94 *Print Media Service*, p. 22.

Inside Info:

PMS Cover Story

Skeletons (p. 2 of this issue) are spotlighted by moon (Jan. 95 *Print Media Service*, p. 4). Designer made radial and linear graduated screens in Adobe Illustrator™ and used them as follows: green radial graduated screen added to moon; moonbeam is linear graduated screen; skeleton with derby enlarged and filled with series of purple graduated screens; purple radial graduated screen is used for the background. October 1996 is set in Sigmund, *Print Media Service* is set in Garish Monde.

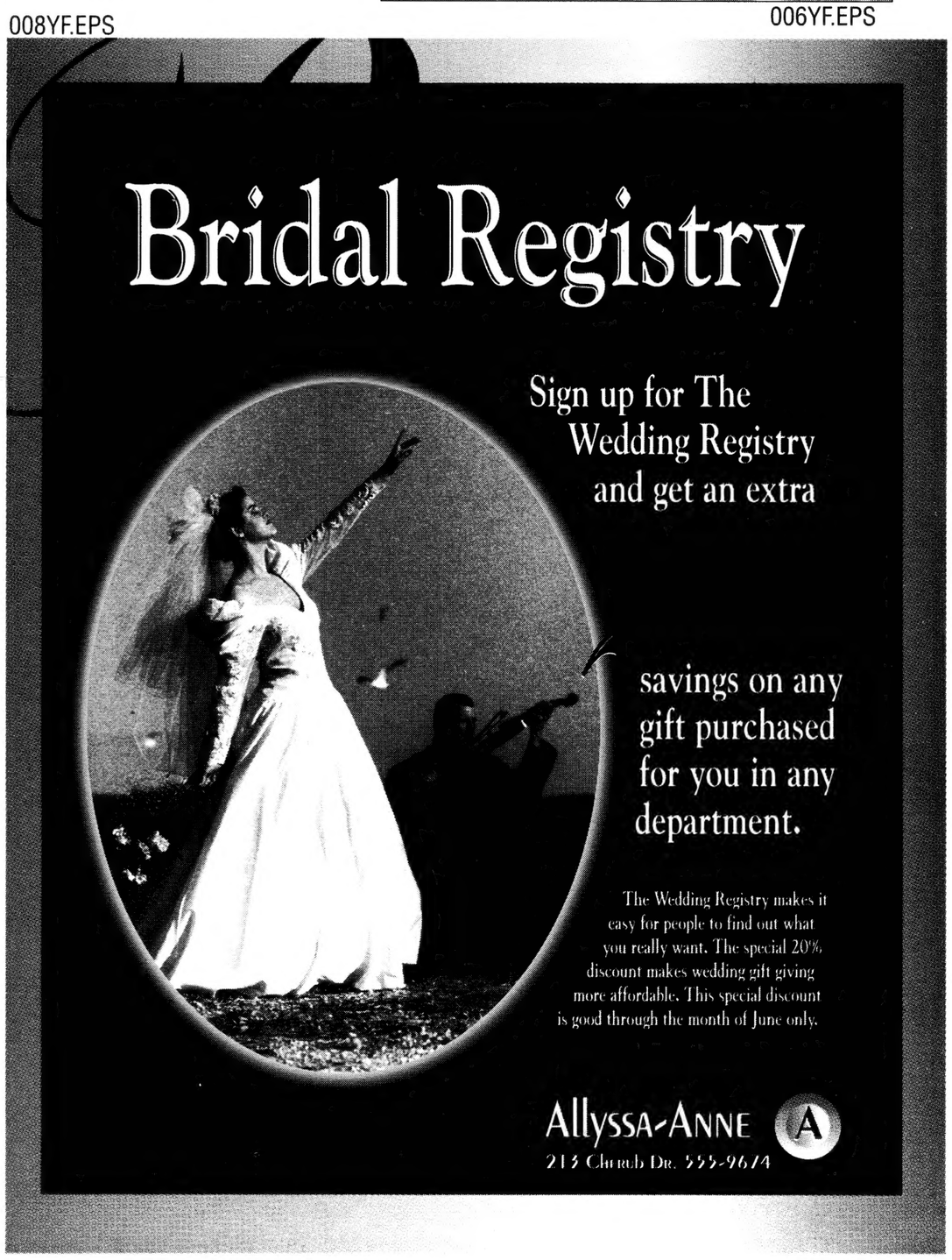
Trade Shows

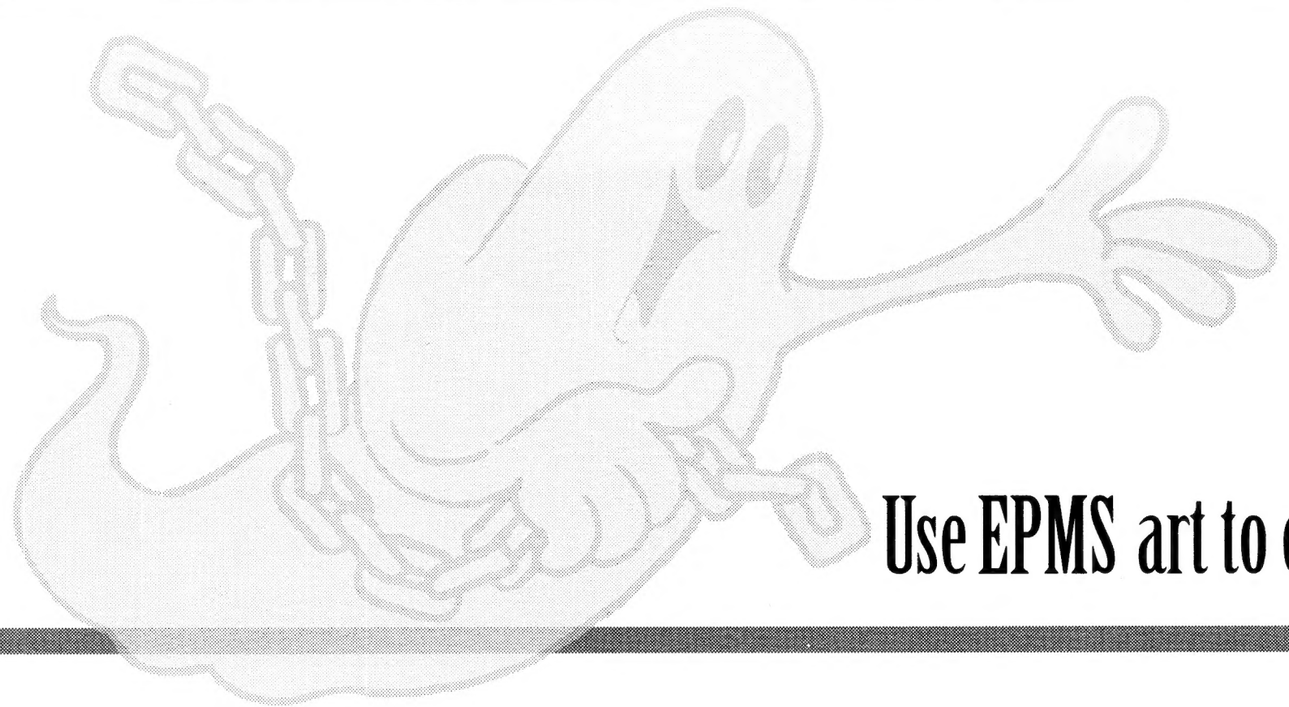
This month Dynamic Graphics representatives will be at **Graph Expo,** Philadelphia, PA, Sept. 29–Oct. 2; **Art Material & Methods,** Pasadena, CA, Oct. 11–13; **SGIA,** Dallas, TX, Oct. 16–19; **Wisconsin Printing Expo,** Green Bay, WI, Oct. 23–24; **America West,** Reno, NV, Oct. 23–25; **Utah Computer & Business,** Salt Lake City, UT, Oct. 29–30.

007YF.EPS

IT'S A
BIRTHDAY
BASH
Join Us For Your Child's Birthday
• Birthday Cake To Serve 16
• 2-Hour Passes to Playland
• 3 Gifts For the Birthday Child
• Beverages, Utensils, & Dishes
All This For Just $4.00 a Child
Kid'Zone 555-9632

008YF.EPS


Bridal Registry
Sign up for The Wedding Registry and get an extra
savings on any gift purchased for you in any department.
The Wedding Registry makes it easy for people to find out what you really want. The special 20% discount makes wedding gift giving more affordable. This special discount is good through the month of June only.
Allyssa-Anne
213 Church Dr. 555-9674



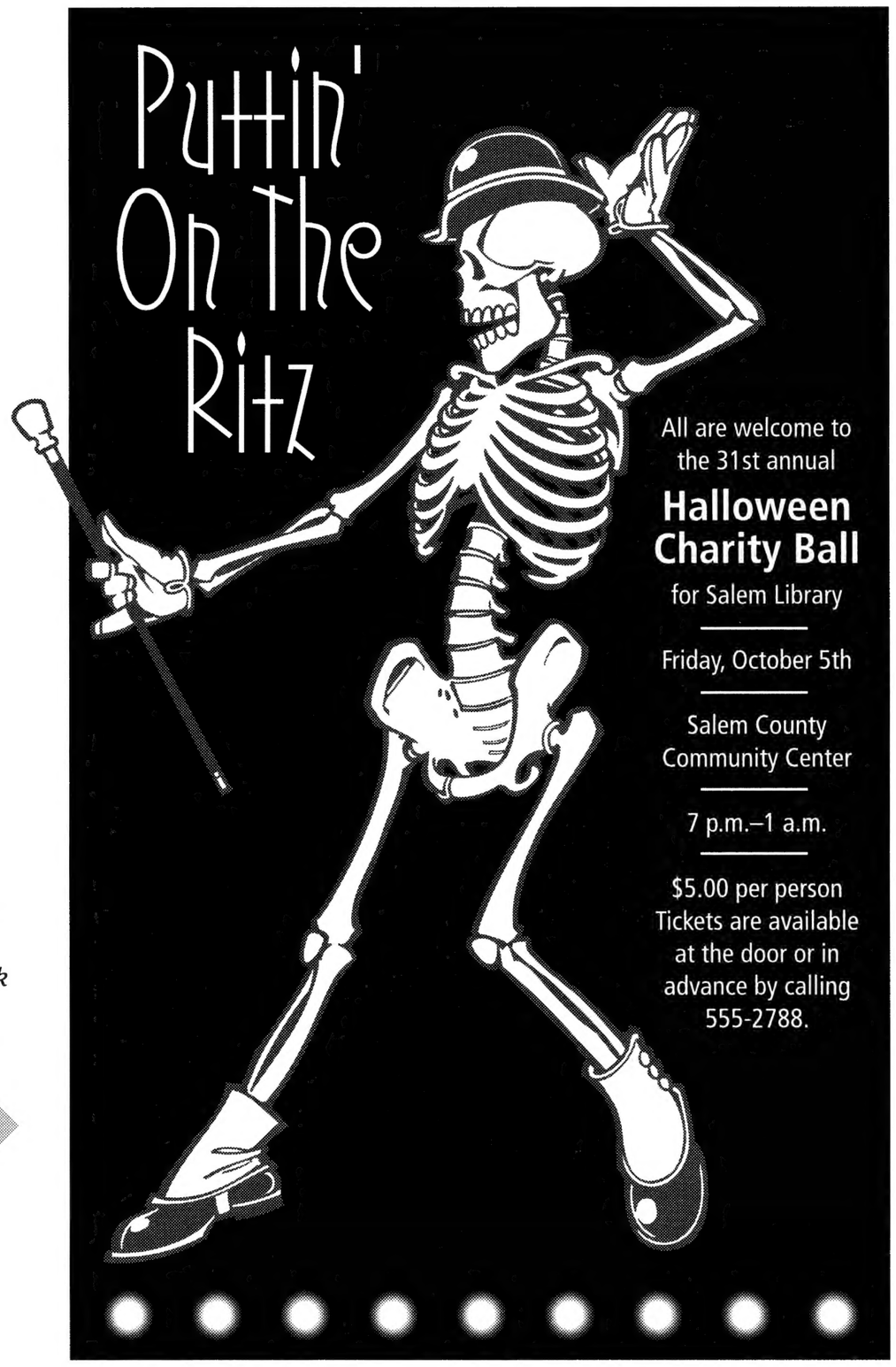
Desktop Design

Use EPMS art to create designs that dare to scare!

When Halloween comes a-haunting, it's time to pull out your *Electronic Print Media Service* Halloween art and lettering and scare up some exciting visual treats for your audience. When you're designing for Halloween, it's a great time to cut loose with special effects like linear and radial graduated screens, eerie typefaces, and (especially appropriate) ghosted images.

But don't limit your use of Halloween art and lettering to the holiday! Much of it is virtually seasonless so you can use it all year long. For example, use a black cat for a "This is your lucky day" campaign, a "Friday the 13th" sale, or a "Moonlight Madness" sale. The possibilities are limited only by your imagination.

Dancing skeleton with hat and cane: 113F1096.EPS; spooky tree: 109F1096.TIF; witch holding sign: 009P1096.TIF; girl and boy in costumes with cookies: 110F1096.TIF; candy corn and wrapped taffy border: 095F1096.EPS.


Puttin' On The Ritz
All are welcome to the 31st annual
Halloween Charity Ball
for Salem Library
Friday, October 5th
Salem County Community Center
7 p.m.–1 a.m.
$5.00 per person
Tickets are available at the door or in advance by calling 555-2788.

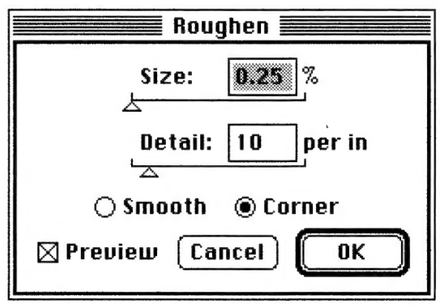
001YD.EPS

Right: *To make the "footlights" beneath the dancing skeleton, the designer created a black circle with a smaller white circle on top. She then blended them with Illustrator's blend tool.*

COME IN...for a bite!
Get good cookin' at a low price! Breakfast Deals come with your choice of toast or biscuit and hash browns. Lunch Deals come with choice of soup or salad. Dinner Deals come with choice of potato, soup or salad, and dessert. Yummy!
Order a Breakfast Deal and get a second one for FREE
Offer expires October 31, 1996.
Harper Family Restaurant
Brentwood Shopping Center • 555-9844
Order a Lunch Deal and get a second one for $5.99
Offer expires October 31, 1996.
Harper Family Restaurant
Brentwood Shopping Center • 555-9844
Order a Dinner Deal and get a second one for FREE
Offer expires October 31, 1996.
Harper Family Restaurant
Brentwood Shopping Center • 555-9844
Harper Family Restaurant
Brentwood Shopping Center • 555-9844 • Open daily 6 a.m–11 p.m.

002YD.EPS

Left: *To give the squiggly border a pen-drawn look, the designer created the border, then applied the "Roughen" filter to it in Illustrator.*



Haunting Bargains
Save on everything you need for a spooky Halloween celebration!
Through Thursday, prices are slashed from 15 to 50% on selected Halloween merchandise. Save on costumes, masks, candy, decorations, yard ornaments, novelty items, and so much more!
Sale ends Thursday, October 31. Due to the seasonality of this merchandise, there will be no rain checks issued.
Vogler Variety 8692 Prospect • 555-6738
Open Monday–Saturday 9:00 a.m.–6:00 p.m.

003YD.EPS

Left: *To create this ad, the designer opened the original photo in Photoshop and flipped it. Then, she saved it as an EPS image, placed it in a draw program, and added the type and spider web.*

005YD.EPS

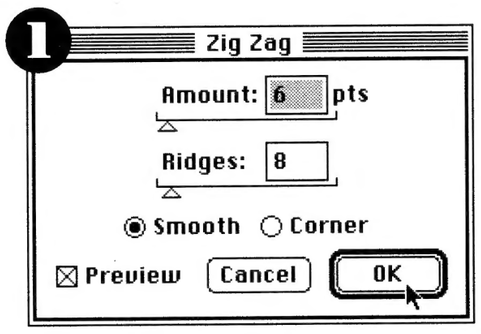
Sweet Stuff
You get great, homemade baked goods for your party, and kids get free cookies when they show us their costumes on Halloween!
Bring your kids age 12 and under to show us their costumes on Halloween, and they get a free cookie. While you're here, be sure to pick up plenty of our special Halloween treats like decorated cupcakes, cookies, and cakes in spooky shapes. Custom cake orders must be placed at least 24 hours in advance.
The Cake Place 4136 W. Westerman Pl. 555-9844 • M–S 9–6

Below: *Layering and grouping make moving the individual pieces of candy in the original mortice a snap! The designer ungrouped the mortice, then arranged the candy around a black box. The box was then brought to the front.*

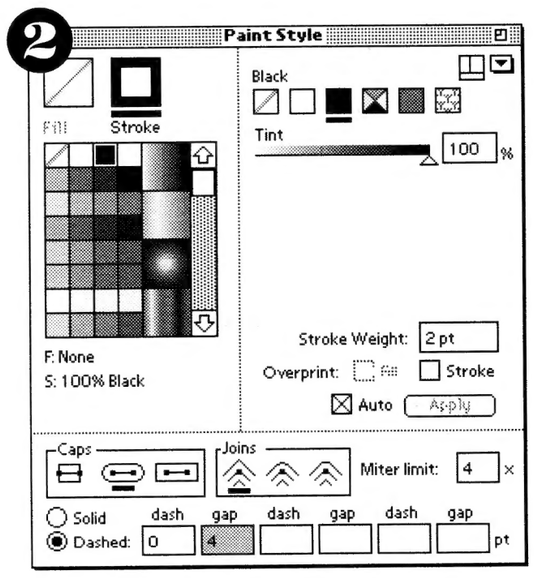
No tricks, just treats!
It's no trick to save with us! When it comes to buying quality electronics, jewelry, furnishings, fine china, silver and crystal, camera equipment, sporting goods, and kitchen ware, you know that you always get the best price. If you find any item we offer at a lower price elsewhere, we'll beat that price by 10%–guaranteed!
Warner's General Merchandise
2376 E. Pioneer Parkway, Billington • 311-555-2987
Open Mon.–Sat. 9 a.m.–9 p.m., Sun. 10 a.m.–5 p.m.

004YD.EPS

Above: *To create the wavy border, the designer created a single vertical line in Illustrator. With the line selected, she applied the Zig Zag filter under Filter, Distort, with the settings shown to the right. The preview button makes adjustments easy.*



To get the dotted line effect, the designer used the settings shown to the right in the extended Paint Style dialog box. She then repeated the line, rotated it 90°, and deleted some of it. She connected the two end points by selecting them with the Direct selection arrow and using join (Command-J) with the corner option selected. Lastly, she used the convert point tool to smooth the four corners of the border.



Art isn't just art: Replace a letter with an image for emphasis!

Substitute a piece of art for one or more characters in a headline to give it pizzazz! Here are some basic tips to follow:

1. Find a typeface that mimics the shape and weight of your art (bold or light, extended or condensed, etc.).
2. Don't replace the first letter of a word.
3. Don't replace a letter with art when you have two of the same letters side-by-side (e.g., one "o" in "spooky").
4. Don't replace a character with art that is too complicated. Stick with simple EPS images.
5. Don't use a word that is too long, or that can't be identified when a letter is missing (e.g., foreign language terms with accents.)
6. Don't use a word that is too short (two or three letters long).

Spider: 119F1096.EPS; cat: 118F1096.EPS; jack-o'-lantern: 116F1096.EPS.

006YD.EPS

007YD.EPS

The fence was deleted from the original art and the cat was flopped to replace the letter "h" in "frightfully." The headline was set in Schampel Black.

008YD.EPS

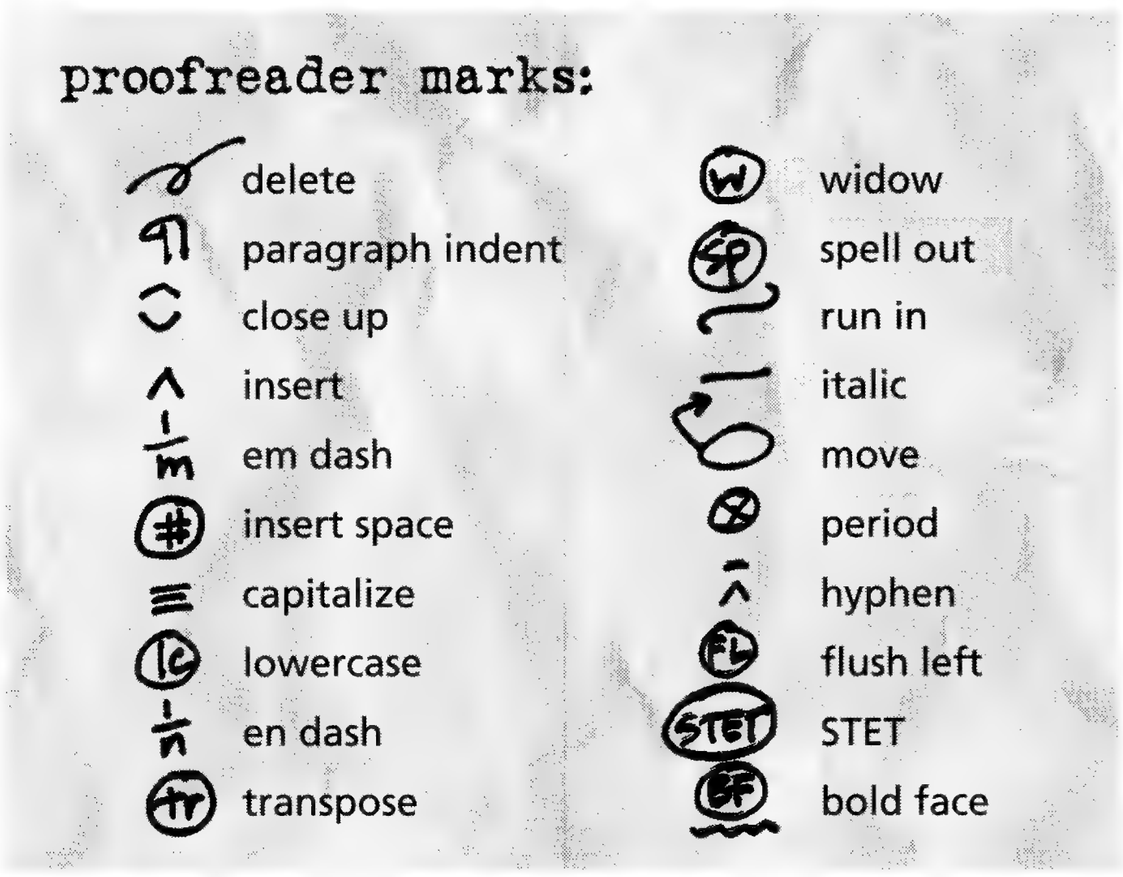
The grinning jack-o'-lantern was used to replace the letter "o" in "Halloween Specials." The headline was set in Scrumbled.

Proof it: Steps towards making your copy correct!

Proofreading is an important part of any project, so be sure to work at least two proofing sessions into your production schedule. The first should come right before the copy is placed in a layout, and the second should come when the layout is complete. If you're really pressed for time, then the second proofing session is absolutely imperative.

These tips will help you improve your proofreading accuracy:

- Don't depend solely on software spell checkers. Get an up-to-date dictionary and use it religiously. If you're dealing with certain subject matter, like medicine or science, a specialized dictionary can be helpful.
- If you don't know whether book titles need to be italicized or put in quotes (they should be italicized), then you need a stylebook like the *Chicago Manual of Style* or the *Associated Press Stylebook and Libel Manual*. You might want to create your own customized stylebook with guidelines for your particular project. Make sure everyone involved with the project has a copy.
- Proof a hard copy (paper), not on screen.
- Do proofreading in two parts. First, read the copy for content, making sure that everything makes sense. Second, read the copy again for typos and grammatical errors.
- Be alert for factual errors. If you're unfamiliar with the subject matter or can't do fact checking, then ask an expert to check the copy.
- The more you see a page, the less likely you will be to catch errors. Ask someone who hasn't seen the copy before to do the final proofing.
- Numbers and foreign phrases: It's easier to proof these with a partner, one person reading aloud from the manuscript, the other person checking the layout. More numbers: watch out for mathematical mistakes, like incorrectly added columns of numbers.
- Parts are parts: Check headlines, subheads, page numbers, addresses, phone and fax numbers, tables of contents, cross references, and cutlines.
- Finally, when you've finished entering all proofing corrections into your document, check those corrections to make sure no new errors have surfaced.



Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

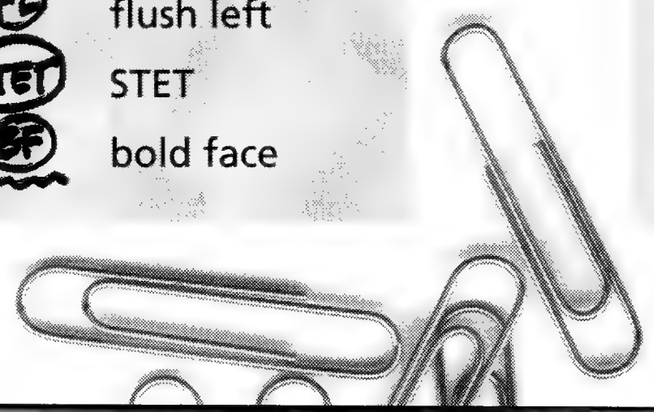
Numbering Conventions

Each image is identified by a number: for example, 001A0196.TIF.

- 001A0196.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0196.TIF: The letter shows image type:
  - A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.
  - F: freestanding art: an illustration or heading. Freestanding art varies in size.
  - S: small TIF ready-to-go ad at 2 columns (4 1/4") wide.
  - L: large TIF ready-to-go ad at 4 columns (8 5/8") wide.
  - G: EPS ready-to-go ad at 3 columns (6 7/16") wide.
  - P: grayscale photograph.
  - H: high-resolution photograph.
  - C: color image. TIF color images are provided in two sizes, 8" high and 13" high; Adobe Illustrator® EPS images are 8" high. Color images are provided in CMYK mode in two formats: TIF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the EPS file; it links to the color plates when you print. You need all five files to print the image .
  - D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
  - T: tab cover. EPS tab covers are 8" high; TIF tab covers are 8" high and 13" high.
  - Y: ready-made layouts. When using the ready-made layouts be sure to read the "Layouts Read Me" file provided in the Ready-Made Layouts folder for Macintosh users, or the "Layouts.TXT" file provided in the Layouts folder for PC users.
- 001A0196.TIF: These digits identify the month and year of the issue.
- 001A0196.TIF: These letters indicate the file type: TIF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality, except for the color separation files and the duotone files.

TIF (Tagged Image File) art is bitmapped, and resolution affects quality. Grayscale and color TIFs are provided at 170 dpi. Black and white TIFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIF image lowers its resolution; reducing it increases its resolution.



Haunted Hoedown

Come join us for some boot-stompin' fun!

Redwood High Gymnasium
Saturday, October 26, 1996
8 p.m. to Midnight
Tickets are $5 per person*
*Proceeds go to the Senior Activities Fund

Bring a friend and dance to country, rock, and dance music from the Mobile DJs! Win cash prizes in the Costume Contest. Enjoy soft drinks and great food!

Sponsored by the ***Senior Student Activities Committee***

111Y-1.EPS

ROPE MORTICE MAR. 93 CLIPPER

Join Us For Some

FREAKY FUN!

Scare yourself silly at the Haunted Mansion!

Don't miss all of this year's newest spooky attractions: Lose yourself in the House of Mirrors, get terrified in the Hall of Lost Souls, and enter the creepy confines of The Mad Scientist's Laboratory…if you dare!

October 25 & 26th from 8 'til 11 p.m.
Admission prices are $4.00 for adults, $2.50 for kids under the age of 12.

All kids age 12 and under must be accompanied by a parent or guardian.

Sponsored by
W4KZ Radio
KTV CHANNEL 12
GRIFFEN Productions

114Y-1.EPS

WINDOW MORTICE MAY 93 CLIPPER

HEADLINE DEC. 94 CLIPPER

Sweet Deals!

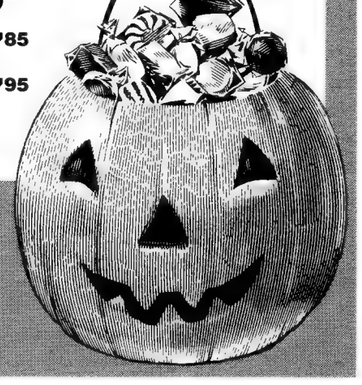
On Kids' Fall Fashions

Dress your kids in style this autumn and save from 25 to 65% on selected quality name brand clothing.

Oh M'Gosh **Bib Overalls** $9.95
Stone Washed **Kiddy Jeans** $9.85
3 pkg. 100% Cotton **Underwear** $5.95
3 pkg. 100% Cotton **Undershirts** $6.85
Work Boy **Flannel Shirts** ... $9.95
3 pkg. Multi-Colored **T-Shirts** $7.85
Preppy Boys' **Shirts** $7.95

Fjord Boy **Sneakers** $9.95
100% Cotton **Boys' Chinos** $9.85
Lacy Things **Girls' Dresses** ... $9.95

Hurry! These sale prices are good through this Saturday only!



Kids' Club
1420 Westminster Avenue
Mon.–Sat. 9–8, Sun. 11–6

114Y-2.EPS

GIRL SKIPPING APR. 96 CLIPPER

HALLOWEEN SPECIALS

Save now on the fabrics you need to make your kid's costume a winner!

Save up to 50% on all Halloween fabrics and costume patterns from:
• Dressica • Serendipity
• Royale II • Sew Smart
• Pogue • Flutterkick

Plus, check out special savings on dress patterns.

Get the extras for your costume from our large selection of accessories and makeup!

SueAnne Fabrics
195 Belle Rd. • Mon.–Fri. 9 a.m.–6 p.m.

110Y-1.EPS

HEADLINE OCT. 94 PRINT MEDIA SERVICE

What a TREAT!

This Year, Treat Your Kids And Yourself!

Don't worry about unsafe neighborhoods, poor drivers, and suspicious candy. Bring your kids to the Mall to trick-or-treat! Sit back and relax in a special lounge area just for parents, or take a leisurely stroll through any of the Mall stores.

Your child will join a group of trick-or-treaters being escorted around the mall by an adult. They will enjoy safe treats, a trip through the Haunted House, and free snacks and fun games afterward!

October 31, 6 to 9 p.m.

WILLOWBROOK MALL
Route 94 at Crystal Pier Road • For information, call 555-7754

110Y-2.EPS

CITY SKYLINE NOV. 94 CLIPPER

113Y-1.EPS

Metropolis Motors
4220 Southwicke Parkway • 555-9800

In The Spotlight!

Turn Your Car Into A Class Act

Car Wash 'N' Wax
package is now only
$7.95 (reg. $9.95)
Does not include interior cleaning. Cannot be combined with other discounts.

Interior Cleaning
package is on sale for
$5.95* (reg. $7.95)
**With Car Wash 'N' Wax*

GRAPHIC ELEMENTS (TOP AND BOTTOM) BORDERS APR. 95 CLIPPER

118Y-1.EPS

ELECTRIC PLUG JULY 93 CLIPPER

DAVE'S ELECTRONICS
557 North Glendale Road
Mon.–Sat. 9–9, Sun. 11–6

Relax!
You won't find any scary surprises down our aisles. You will find the largest selection of quality electronics at the very lowest prices in town!

Right now, take up to **40%** off the price of all in-stock Telco stereo VCRs and Mirado Mini Camcorders!
(Hurry! This sale ends Saturday.)

Tired of
HAIR-RAISING
Prices?

115Y-1.EPS

HEADLINE OCT. 94 PRINT MEDIA SERVICE

Spook-tacular Savings

Prices are good throughout the month of October

We've Scared Up Some Great Bargains For You!

Save on these and more throughout the month of October!

1 lb. Fjord Low-Fat **Baby Swiss** $4.85
1 lb. Free Range **Chickens** $6.85
1 lb. Mama Lee's **Pasta Salad** $2.55
1 lb. Vegetable **Lasagna** $3.85
1 lb. Mama Lee's **Apple Crisp** $2.45
Vega Frozen **Dinners** $4.25
Schlarmey Frozen **Vegetables** $2.85
1 gal. Smoothie **Ice Cream** $2.85

1 gal. Dairy Fresh **2% Milk** $1.85
1/2 lb. Cheddar **Cheese** $4.95
1 lb. Wheat **Bread** $1.25
14. oz. Wisher **Detergent** $3.35
8 oz. Cleansit **Stain Stuff** $2.85
14 oz. Bishop **Floor Wax** $4.45
8 oz. Femme **Deodorant** $2.95
4 roll pkg. Ace **Toilet Paper** $2.15

Get a free Halloween treat with each purchase of $10 or more!

CORNER MARKET
222 Westly Ave. • Mon.–Fri. 8–8, Sat. 9–7

112Y-1.EPS

So Much Fun, It's Scary!

Celebrate the grand opening of our newest SuperRink location!

Skate the night away on a deluxe roller rink especially designed for both traditional and in-line skates!

During the entire month of October, get two skating passes for the price of one!

This offer ends October 31, 1996.

Party ON! **Roller Rink**
312 Cedar • Mon.–Fri. 5–11 p.m., Sat. 6 p.m.–Midnight

109Y-1.EPS

HEADLINE OCT. 90 PRINT MEDIA SERVICE

Prices are good throughout the month of October!

HALLOWEEN MADNESS SALE

Find terrifyingly low prices in every department storewide!

Huge Inflatable **Plastic Pumpkins** .. $2.85
Huge Inflatable **Plastic Bats** $2.85
4 ct. pkg. Halloween **Streamers** $2.35
Boxed Halloween **Costumes** $7.85
6 ct. pkg. White **Votive Candles** $2.05
Ceramic **Scary Figurines** $5.85
24 ct. pkg. Halloween **Treat Bags** $1.65
10 ft. roll Orange **Cellophane** $2.45

40% off *Tallyrand* Greeting Cards

1 lb. bag Mini **Candy Bars** $3.55
1 lb. bag **Circus Peanuts** $2.75
1 lb. bag **Safety Suckers** $1.95
1 lb. bag **Peanut Chewies** $2.85
1 lb. bag **Cocoa Drops** $3.25
1 lb. bag **Fruit Sour Chews** ... $2.95
2 ct. pkg. Chewy **Wax Lips** $1.55
2 ct. pkg. Chewy **Wax Harmonica** $1.85

3 oz. Liquid **Clown White** $3.15
6 ct. pkg. Wash Off **Makeup Crayons** $3.45
Halloween **Nose & Glasses** $2.85
Halloween **Clown Wig** $3.85
Black **Witch's Hat** $4.25
Adult Vampire **Deluxe Cape** $9.85
Choice Adult Halloween **Costumes** $11.85
Halloween **Hair Color Spray** $4.85

20% off *Sweet Stuff* Halloween Candy

Nasty Looks **Rubber Masks $7.95**

Discount World
546 Henvick Rd. • Mon.–Sat. 9–7, Sun. 10–5

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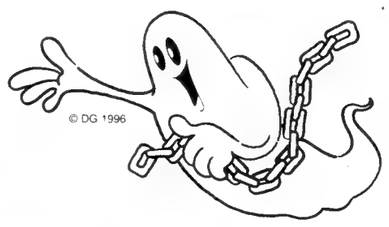

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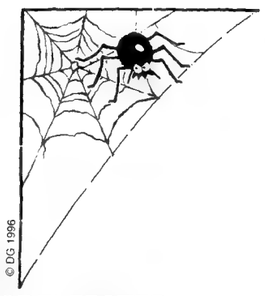

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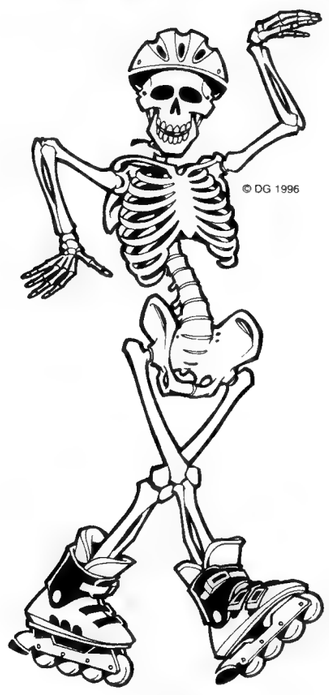

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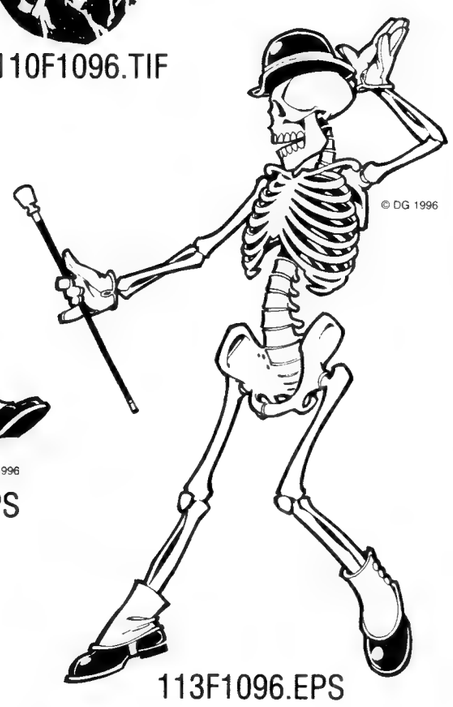

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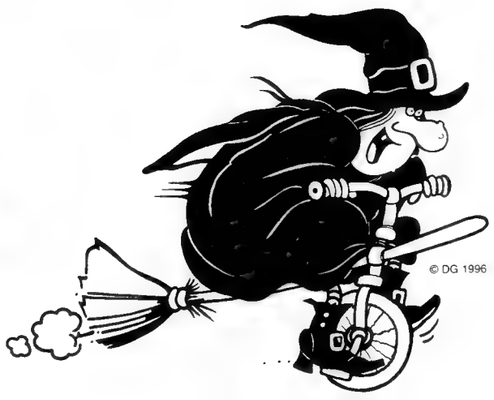

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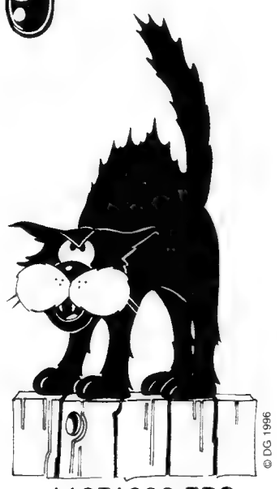

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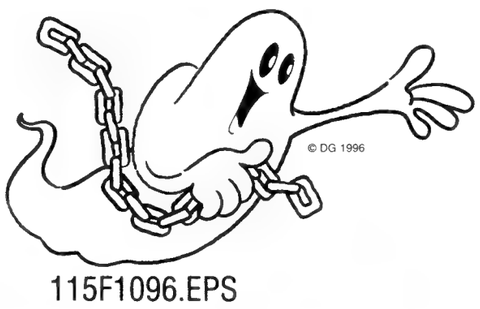

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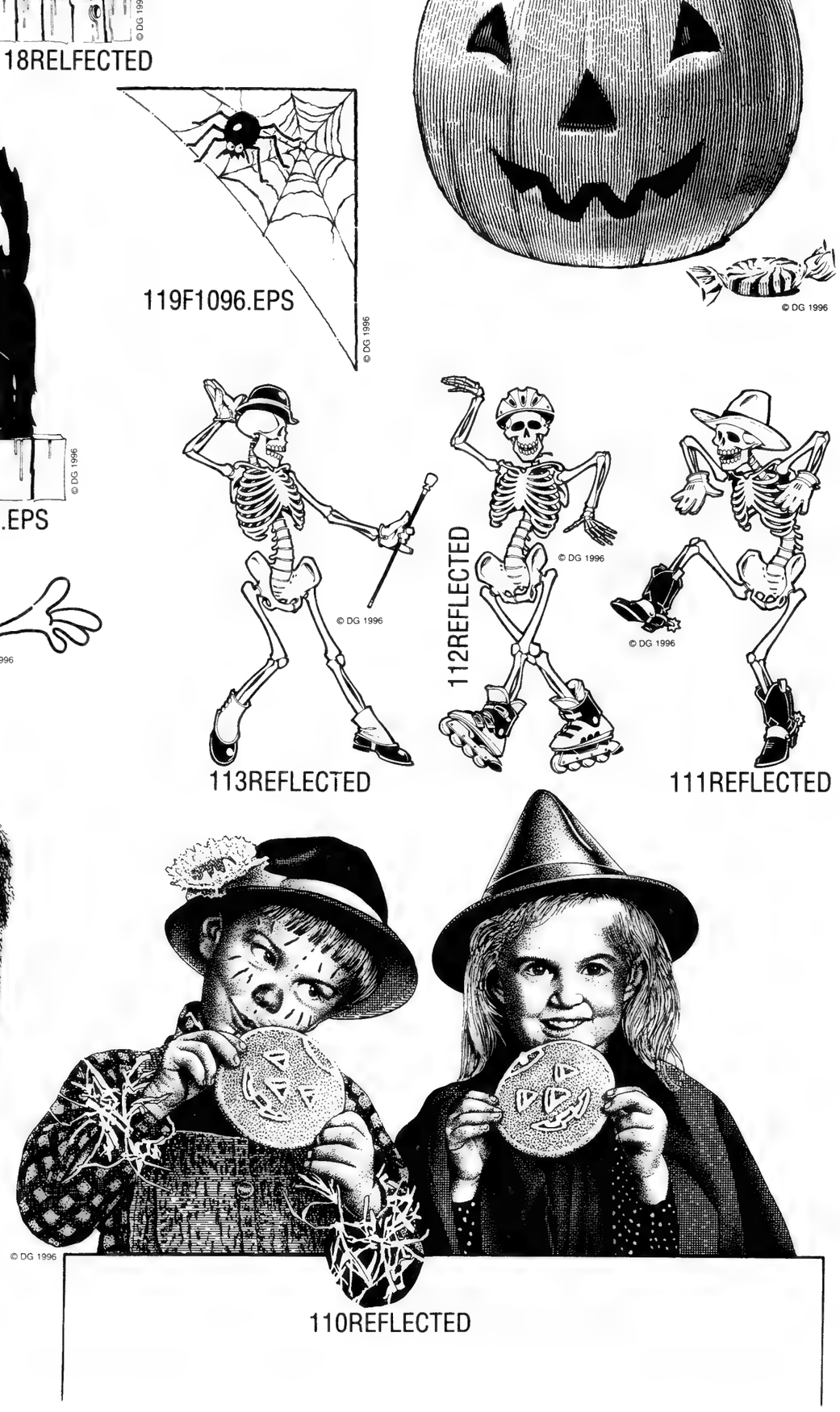

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Note: Numbers identify images for Electronic PMS subscribers.

148Y-1.EPS

149Y-1.EPS

TAME high prices

Tired of High Prices That Make You Want To ROAR?

Then check out the sale prices on selected clothing and shoes for the whole family!

15% off Outerwear

20% off Shoes

30% off Separates

Riney's Fashions
Cullin Court
555-6741

HEADLINE JAN 95 PRINT MEDIA SERVICE

146Y-1.EPS

DESIGNED with you IN MIND

Custom-designed bridal sets

Our expert jewelers and goldsmiths will help you design the perfect bridal set to fit your style and budget.*

20% OFF

Hurry! This sale ends October 31.

*Offer not valid with any other discounts.

HARRIS JEWELRY
236 Lakeland Dr.
555-3312

148Y-2.EPS

FRAME AND PUSSY WILLOWS MARCH 95 PRINT MEDIA SERVICE

Look Your Best

Free Offer

Get a free skin health evaluation on this Saturday from 9 a.m. to 3 p.m. Please call to make an appointment.

Hanson Dermatology
132 Norm Ave. • 555-7213

147Y-1.EPS

WORKING WOMAN'S SALE

All quality women's business wear in-stock is on sale now!

Get your work look together the affordable way. Find discounts of 15 to 50% on selected suits, skirts, jackets, pants, vests, and blouses in linen, wool, silk, and rayon.

Southpoint Shopping 3857 S. Fifth, Fox Hills

ART on DEMAND

Art from previous issues used in a demonstration piece is referenced next to the layout it's featured on.

To order art from back issues of *Print Media Service*, call *Art On Demand* at 800-227-7048, ext. 103.

Carnival of SAVINGS

149Y-2.EPS

Come join the fun at the GREATEST SALE ever!

Through this Saturday, find exciting price reductions on the brand name appliances, electronics, and home furnishings you want the most. Some quantities are limited.

Save an additional 20–30% on selected items in every department!

Stafford's
13 Pier Ave.
555-7524

FASHION FALLOUT

The most exciting fall fashion sale in our history!

Save an additional 20% on already reduced clothing.

Save on hot casual styles for winter!

Shop early! Sale ends this Sunday.

T·Y·B
Town Center II
Mon.–Sat. 9–9

146Y-2.EPS

147Y-2.EPS

Pick Your % SALE

Find the items you want, then reach into the bin and pull out your savings tag.

Save up to 50% on your total purchase price.

your purchase now 50% off

Bay's Boutique
444 N. Main • M–S 9–9

148Y-3.EPS

SALE

On some of our most popular portrait packages:

Engagement Package
3–8 x 10s, 5–5 x 7s, 8–4 x 5s, 30 Wallets.

Family Package
1–11 x 13, 2–8 x 10s, 3–5 x 7s, 6–4 x 5s, 30 Wallets.

Only $150.00

Great prices on other portrait packages are also available. Call today for details.

MITCH'S PHOTOGRAPHY
2966 W. WLLOW COURT • 555-5341

146Y-3.EPS

Got the Blues?
If not, you should!
Get the best in blue jean fashions on sale! Jackets, jeans, skirts, and lots more.
Shop early for the best selection! Sale ends 10/31.
Blue Gene's
Northpoint Mall

149Y-3.EPS

Introducing...

Fabulous Faux Fur Fashions From Frida

Faux fur maxi coats starting at $249

Buy any Frida coat and get matching gloves FREE!

At Court & Ninth St. **BREMAN'S** M–F 10–9, S & S 11–6

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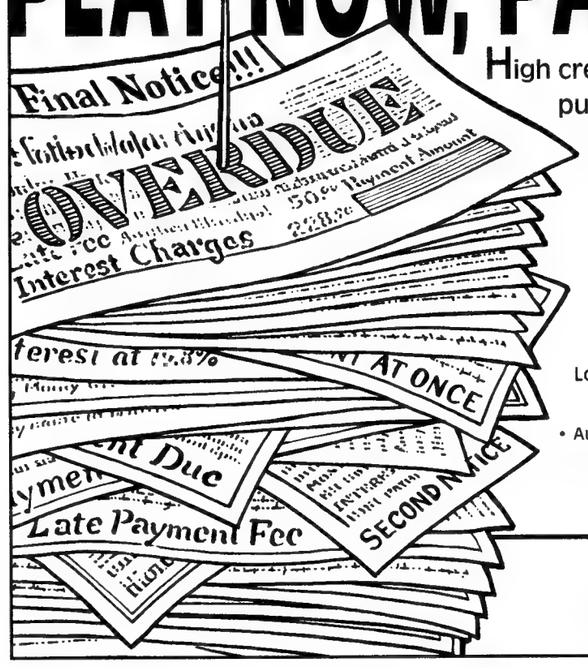
126Y-1.EPS

PLAY NOW, PAY LATER



High credit card interest rates can put you deep in debt. Pay off those bills with a Debt Consolidation Loan!

Put an end to debt stress! A Debt Consolidation Loan lets you combine all of your bills into one monthly payment, and it gives you a lower interest rate that's easy on your budget. Sound good? Then call our Loan-By-Phone Line at 1-800-555-LOAN.

Other loans and services available:

- Auto Loans • Home Loans • Lines of Credit
- Home Equity Loans/Second Mortgages
- Multi-Purpose Loans • Education Loans

Greenvalley Loan Company • Call 555-5454

PARTHENON SYMBOL APRIL 96 CLIPPER

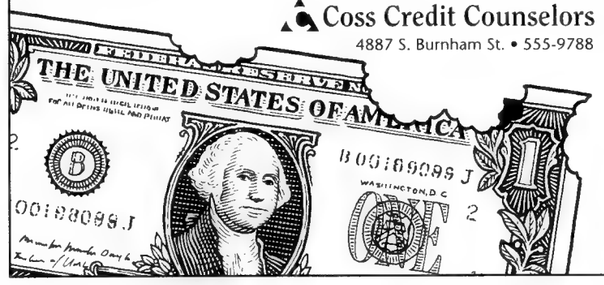
120Y-1.EPS

Did You Bite Off More Than You Can Chew?

Our Credit Counselors Are Ready To Help!

If answering the phone or opening the mail is a traumatic experience, if the creditors are at your door, then it's time to give us a call. Together, we can work out a plan to put your finances back in order and get those creditors off of your back!

Coss Credit Counselors
4887 S. Burnham St. • 555-9788



129Y-1.EPS

DON'T BL W IT!

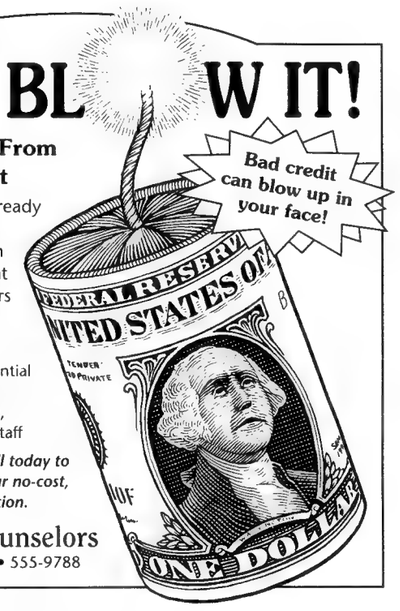
Keep Those Debts From Ruining Your Credit

Our credit counselors are ready to help get your finances in order. Together, we can create a debt management plan to make your creditors happy and take some of the pressure off of you!

- Convenient appointment times to fit your schedule
- Confidential services
- Friendly, caring staff

End that debt frustration! Call today to make an appointment for your no-cost, no-obligation credit consultation.

Coss Credit Counselors
4887 S. Burnham St. • 555-9788



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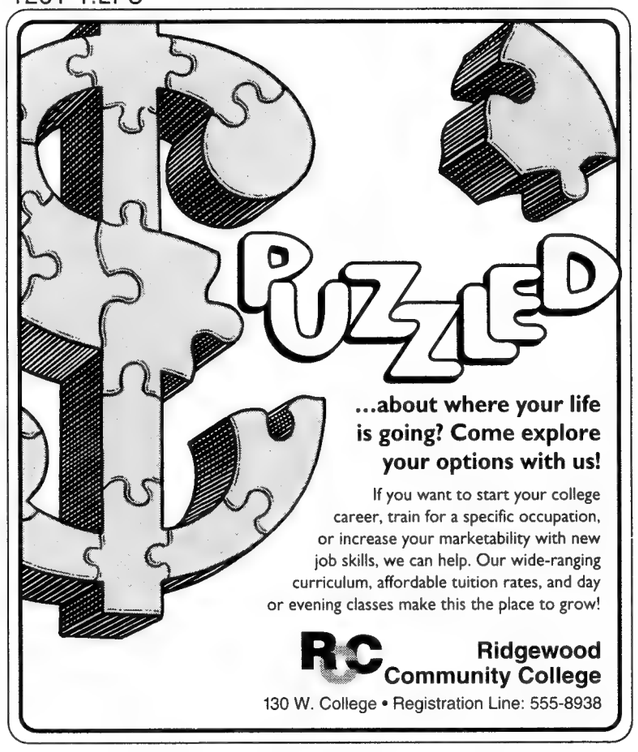
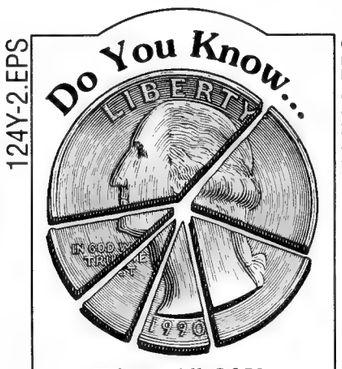


...about where your life is going? Come explore your options with us!

If you want to start your college career, train for a specific occupation, or increase your marketability with new job skills, we can help. Our wide-ranging curriculum, affordable tuition rates, and day or evening classes make this the place to grow!

Ridgewood Community College
130 W. College • Registration Line: 555-8938

124Y-2.EPS



...Where All Of Your Money Is Going?

You're making decent money, but it never seems to go far enough. You need a budget! Our friendly credit counselors are here to help you out.

- Complete credit counseling
- All services are confidential

Call today to make your appointment.

Coss Credit Counselors
4887 S. Burnham St. • 555-9788

126Y-2.EPS

BILLS BILLS BILLS BILLS

Are those bills piling up higher and higher?

Then do something about them. Talk to one of our friendly credit counselors today. Together, we can put your finances in order.

Coss Credit Counselors
4887 S. Burnham St. • 555-9788

125Y-1.EPS

HEADLINE APRIL 94 PRINT MEDIA SERVICE

Penny PINCHING Prices

Richmond Furniture Store

Fine Furniture Reduced 15–50%

Deco-style loveseats — Choose from a variety of upholstery fabrics. Reg. $650 **$400** Price does not include

Queen Anne armchairs — A variety of classic fabrics with oak trim. Reg. $450 **$250** Price does not include

Contemporary sofas — Available in stripes, plaids, and solids. Reg. $1050 **$700** Price does not include

121Y-1.EPS

EVERYTHING REDUCED!

Hurry...time is running out

This Saturday only, we're open from 10 to 10 so everyone can take advantage of incredibly low prices! Don't miss the savings on a huge selection of clearance merchandise in every department!

Up to 50% OFF

the Houseworks
327 N. Cherry • 555-8677 • Hrs. Mon.–Sat. 8–5

More Money! More Money! More Money! More Money!

To find more money-related art and lettering, check your *Print Media Service Cross Reference Index*. Look under these entries: "Banking," "Dollars," "Financial," "Heading," "Income Tax," "Money," "Mortice," "Photoconversions," "Sales," "Spokesperson," and "Symbols."

125Y-2.EPS

"1¢ SALE" FEB. 94 PRINT MEDIA SERVICE

1¢ Sale

Buy these and many more items at regular price and get a second one for ONLY 1¢ *While supplies last. Sorry, no rainchecks.*

Buy one 10 oz. skein of Craftwerk acrylic yarn and get a second one for ONLY 1¢ *While supplies last. Sorry, no rainchecks.*

Buy one 16 oz. box of Really Clean laundry detergent and get a second one for ONLY 1¢ *While supplies last. Sorry, no rainchecks.*

Buy one pair of Everwear Men's athletic socks and get a second one for ONLY 1¢ *While supplies last. Sorry, no rainchecks*

This One Cent Sale good through this Saturday only!

VOGLER'S VARIETY MART • 755 S. Main St. • 555-4777 • Open Mon.–Sat. 9–9, Sun. 9–6

122Y-1.EPS

SMART SAVINGS

Start saving now for your child's college education

With the cost of a quality education skyrocketing, it makes sense to start a College Fund for your child now. We offer a variety of savings plans to make it as painless as possible. Visit us and pick up a free, information-packed brochure today.

We're the bank you can bank on for life!

❖ Heritage Bank
345 N. Kirby • 555-3400

127Y-1.EPS

KEEP MONEY WHERE IT BELONGS

Free checking keeps more cash in your wallet!

When we say "Free Checking," we *mean* free checking! When you bank with us there is *no* minimum balance, *no* service charge, and *no* per-check charge. Free checking. It's just another way that we go out of our way to keep our customers happy.

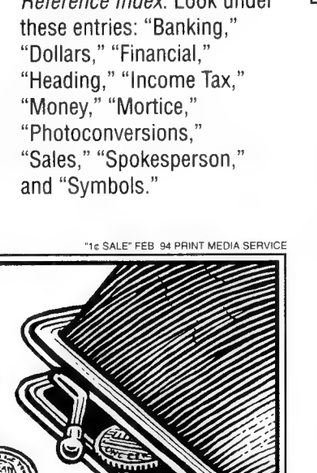
We're the bank you can bank on for life!

❖ Heritage Bank
345 N. Kirby • 555-3400

123Y-1.EPS

TREAT YOURSELF

Get money the easy way ...at your leisure



Get cash 24 hours a day, seven days a week, 365 days a year with our Teller 24 Card. Use it to make deposits, transfer funds, check account balances, and get cash at any of 19 convenient Teller 24 automatic teller machines in the metropolitan area.

We're the bank you can bank on for life!

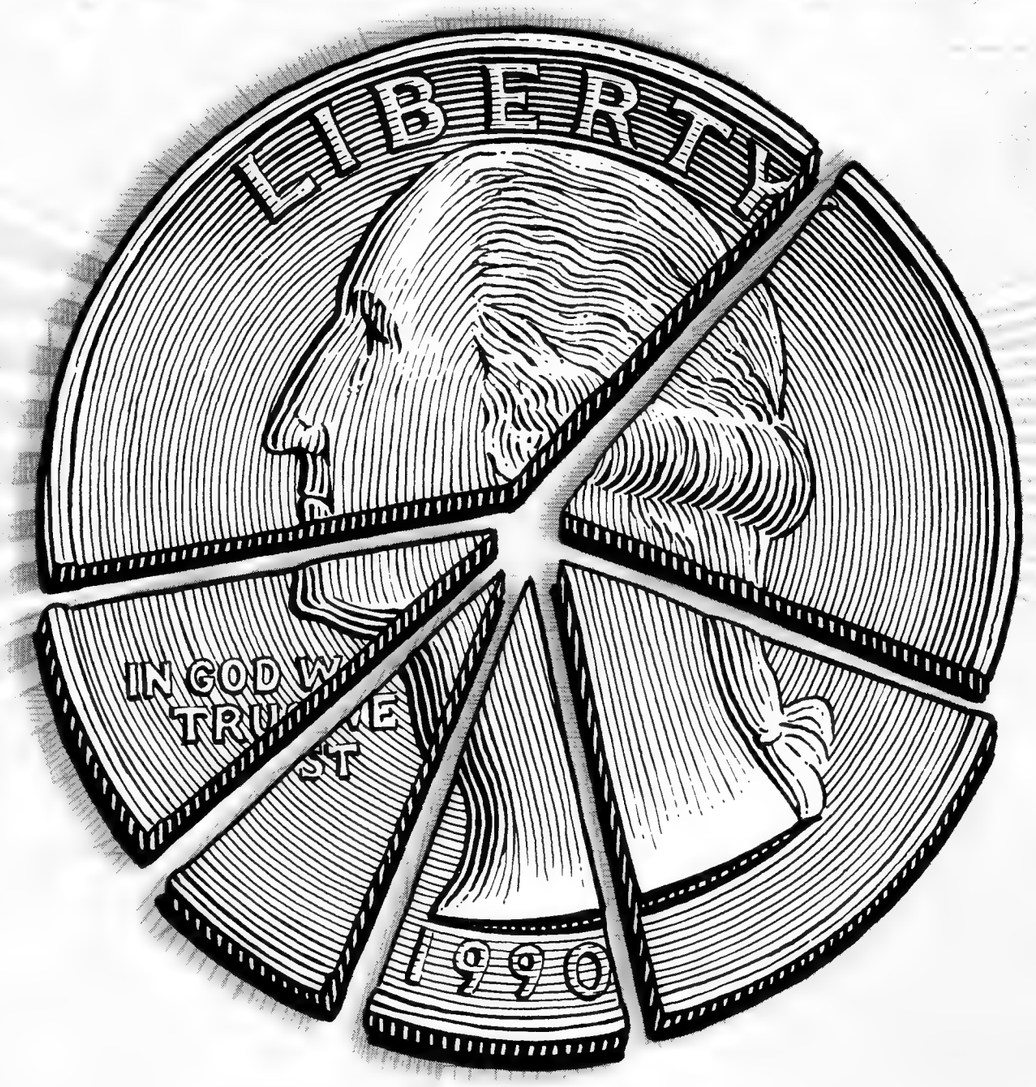
❖ Heritage Bank
345 N. Kirby • 555-3400

124Y-1.EPS

AERIAL VIEW OF CITY BUILDINGS TEXTURE JUNE 93 CLIPPER

Saturday, October 12, 1996 • A Supplement to The Daily Times

MANAGING YOUR MONEY



Finding The Best Place To Bank

Setting Up A Workable Budget

Better Investment Strategies

Planning For Your Retirement

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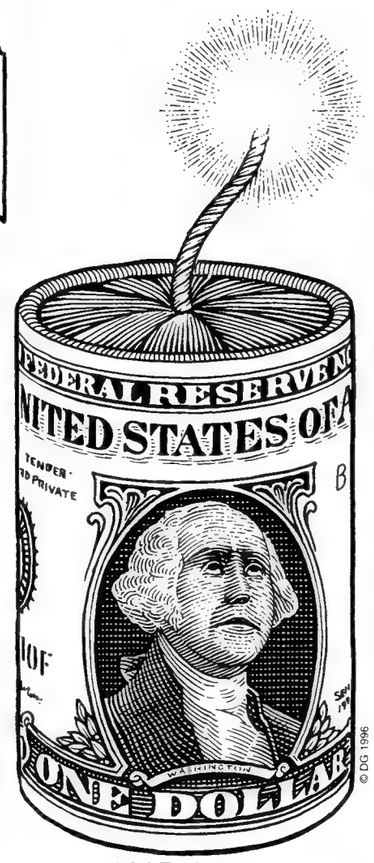

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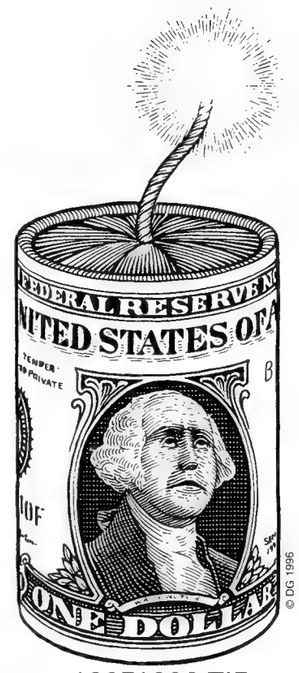

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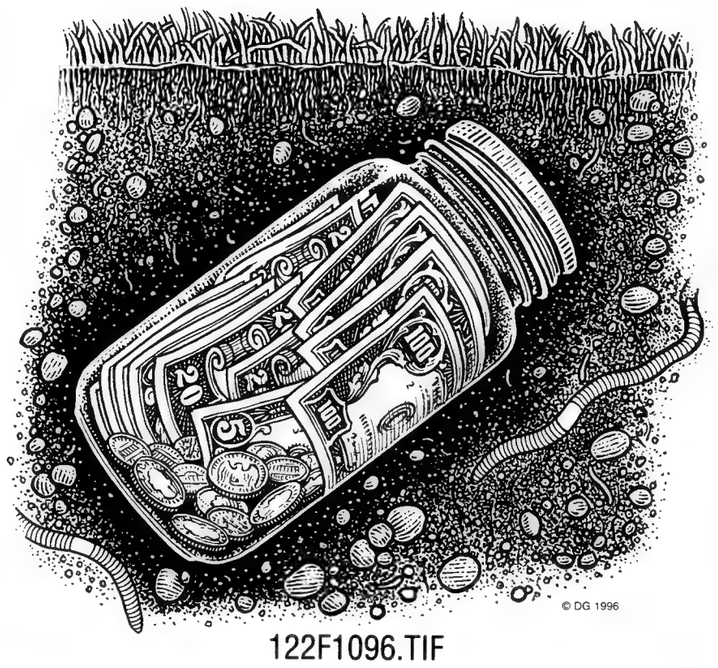

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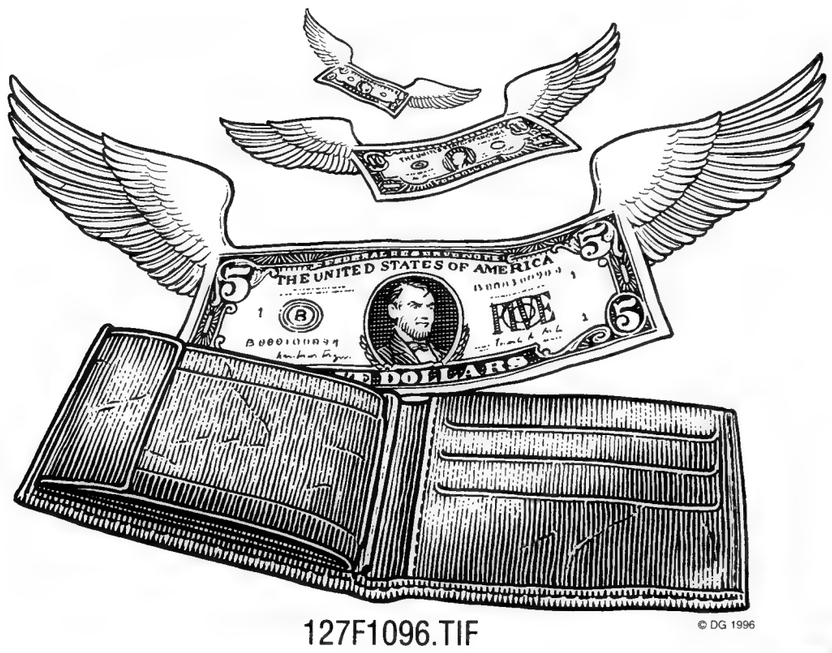

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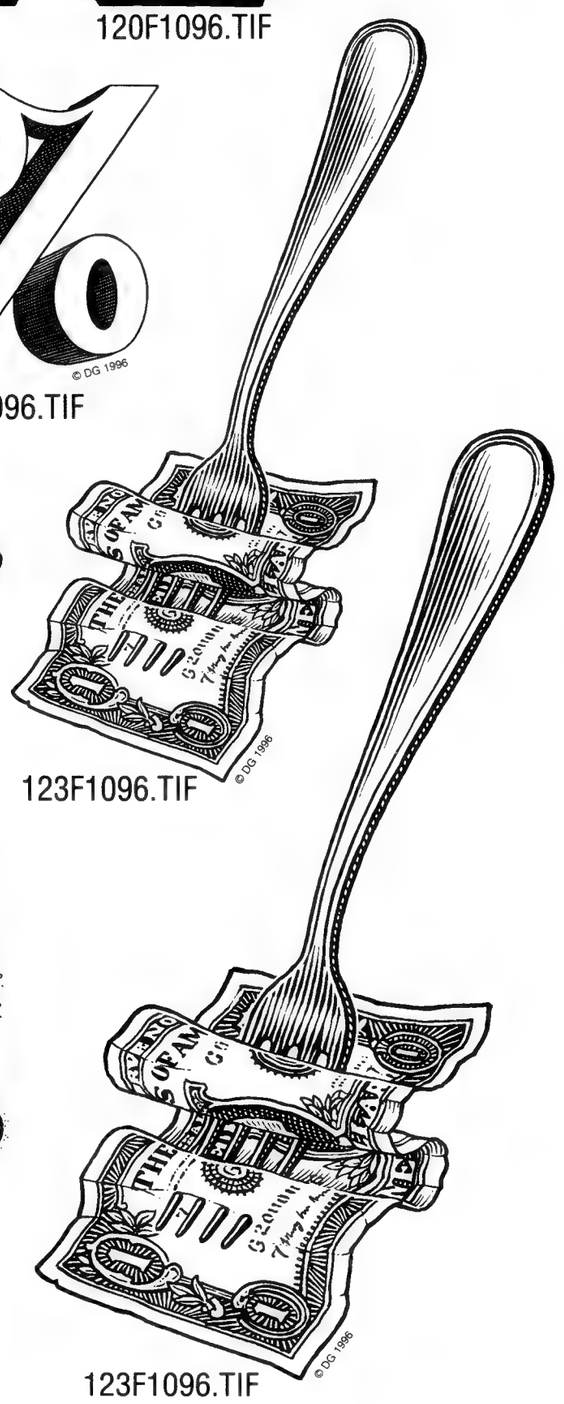

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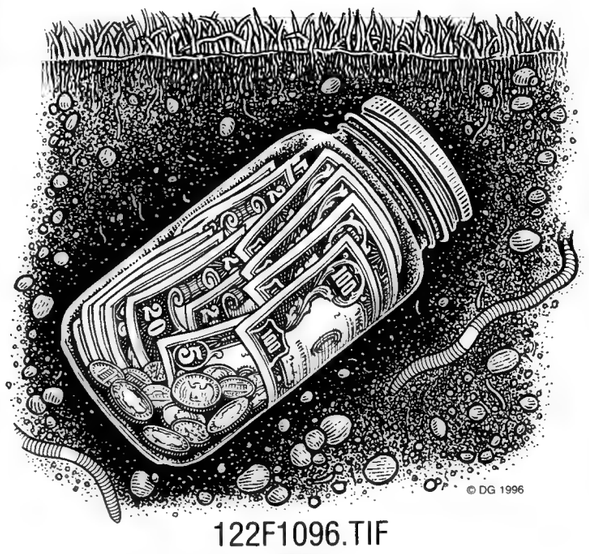

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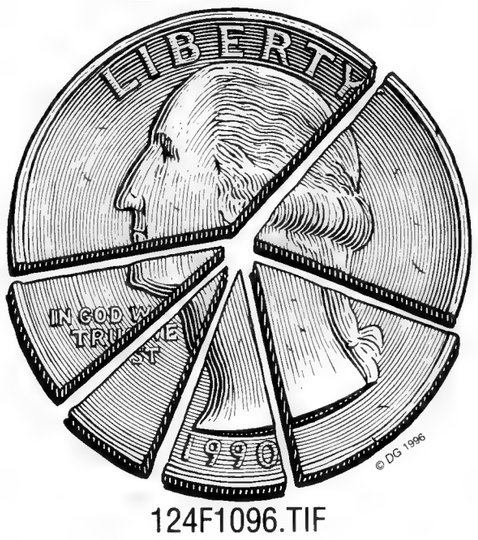

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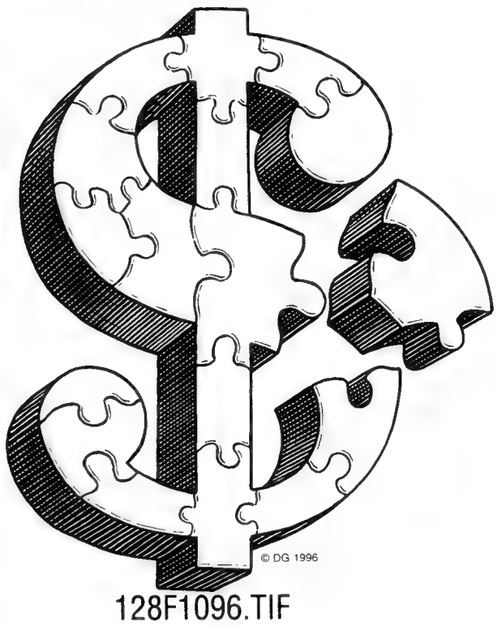

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140Y-1.EPS

A TASTE OF OKTOBER

Try a taste of the old country! Treat yourself to one of our delicious micro-brewed beers or lagers.

Brewed especially for our Oktoberfest celebration, these beers and lagers are available through October 31st only. They're a great addition to our Tour Of Beers!

LEIDER BEER
A pale brew that's smooth and mellow.

SHUMACHER LAGER
From Grandpa Schumacher's secret family recipe. A really hearty lager!

LITTLE BIT BEER
Our version of a German light beer. Outstanding!

DARK LAGER
A classically brewed beer with a bite.

GERMANICUS
A connoisseur's favorite for over seventy years.

$2.99 pint

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

CUCKOO CLOCK OCT 94 PRINT MEDIA SERVICE

144Y-1.EPS

We're Playing Your Song

Enjoy all of your favorite German songs!

Put on your dancing shoes and join us for the Oktoberfest Polka Contest and Dance Fest! Celebrate your heritage with authentic German music by the "Schuplattlers," straight from the Old Country.

Dancing starts at 7 p.m. Friday and goes until 4 a.m.!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

Contest at 8 p.m.
1st Prize–$75
2nd Prize–$50
3rd Prize–$25

139Y-1.EPS

Oktoberfest

The City Business Association and The German Society present the First Annual

OKTOBERFEST LIVE CELEBRATION!

A weekend celebration of the proud German tradition. Authentic folk and dance music, folk singing, story telling, dancing, and lots of incredible food and drink! Plus, lots of booths demonstrating the making of and selling traditional German folk arts and crafts.

Festival Site:
Streets of Downtown Holland

- *Friday, October 11, from 7 p.m.–Midnight*
- *Saturday, October 12, from 8 a.m.–9 p.m.*
- *Sunday, October 13, from Noon–5 p.m.*

PARKERS pub & deli

Classic Rock WKLQ 94.5 FM

black river DISTRIBUTORS

CURTAIN OCT 95 PRINT MEDIA SERVICE

139Y-2.EPS

SOUNDS GREAT

Relax and unwind with good friends, good food, good drink, and good music!

During Oktoberfest, try our delicious German appetizer buffet on weekdays from 5 to 7 p.m. Plus, take advantage of Oktoberfest beer specials. Choose from our German beer list, or try our micro-brewed German-style beers or lagers. Get a pint for

$2.99

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

141Y-1.EPS

deli freebie

Buy one pound of MOMMA'S GERMAN POTATO SALAD, get a second pound

free

OCT. 9–11

Coupon good during Oktoberfest Live!

Great Food!

Try all the other deli specials, too!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

144Y-2.EPS

141Y-2.EPS

145Y-1.EPS

140Y-1.EPS

142Y-1.EPS

Oktoberfest

Get the best selection of authentic German delicatessen specialties. Whether you're looking for deli items, ready-to-eat foods from the deli case, German brew and spirits, or a one-of-a-kind loaf of bread to complement your Oktoberfest dinner, we've got what you want right here!

GERMAN POTATO SALAD
Momma Schumacher's secret recipe is finally available to the rest of the world! Serve it cold, or warm it for a delicious side dish.

$1.89 per lb.

OLD WORLD SAUERKRAUT
Grandpa Schumacher's special sauerkraut recipe includes crunchy caraway seeds! Serve it cold, or warm it for a delicious side dish.

$2.39 per lb.

STICKELMAIER SAUSAGE
Great-Grandma's recipe is faithfully followed to produce a delicious sausage that is great for breakfast or your favorite recipe.

$3.89 per lb.

GERMAN ROAST BEEF
Tender beef is slowly roasted with a special blend of herbs, spices, and German wine! Ready to heat and eat.

$3.89 per lb.

Prices good thru Saturday only

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

144Y-2.EPS

Good TIMES

Celebrate Oktoberfest with the best!

Visit us during Oktoberfest and watch a different authentic German folk dance troupe perform each Saturday from 8 to 9 p.m.

- **Zippity Do Da Cloggers**
- **Rainbow Dance Group**
- **Dancing Schumachers**
- **The Polka Meisters**

We're your place for food, music, dancing, drink, and fun!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

141Y-2.EPS

Good FOOD

Celebrate Oktoberfest with the best!

During Oktoberfest, come in and try one of our authentic German "Blue Plate Specials," a different Blue Plate Special each night of the week. Specials are affordably priced at

$5.99

We're your place for food, music, dancing, drink, and fun!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

145Y-1.EPS

Good MUSIC

Celebrate Oktoberfest with the best!

During Oktoberfest, visit us on Fridays and Saturdays and enjoy performances by five different, authentic German musical groups. Each weekend, a different group will perform, so be sure to come on down and enjoy the music! The admission is two dollars.

We're your place for food, music, dancing, drink, and fun!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

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Good SPIRITS

Celebrate Oktoberfest with the best!

During Oktoberfest, try out one of the 50 imported German beers and lagers we carry. Or, give our micro-brewed, German-style beers and lagers a try. Get a pint of any imported German beer or lager for only

$2.99

We're your place for food, music, dancing, drink, and fun!

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

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OKTOBERFEST

Oktoberfest Live! Oct. 10–12

Festival Hrs. Fri. & Sat. 5–11 Sun. 11–7

Try One Of Our Terrific Luncheon Specials!

Momma's cooking her delicious German specials like bratwurst, sauerbraten, and sauerkraut.

2 Brats W/Kraut, German Potato Salad, & Beverage
$4.99

Sausage W/Kraut, Mashed Potatoes, & Beverage
$5.99

Liverwurst, German Potato Salad, & Beverage
$3.99

Sauerbraten, Mashed Potatoes, & Beverage
$5.99

PARKERS pub & deli
49 Johnstone Dr. • 555-9996

Your Oktoberfest Headquarters!

Roast Beef, Mashed Potatoes, & Beverage
$5.99

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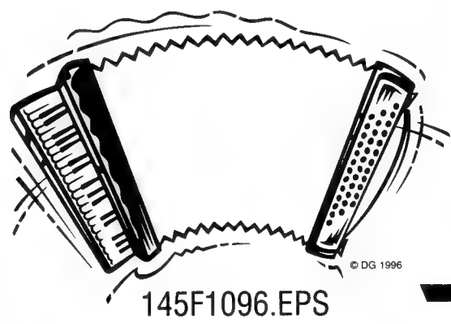
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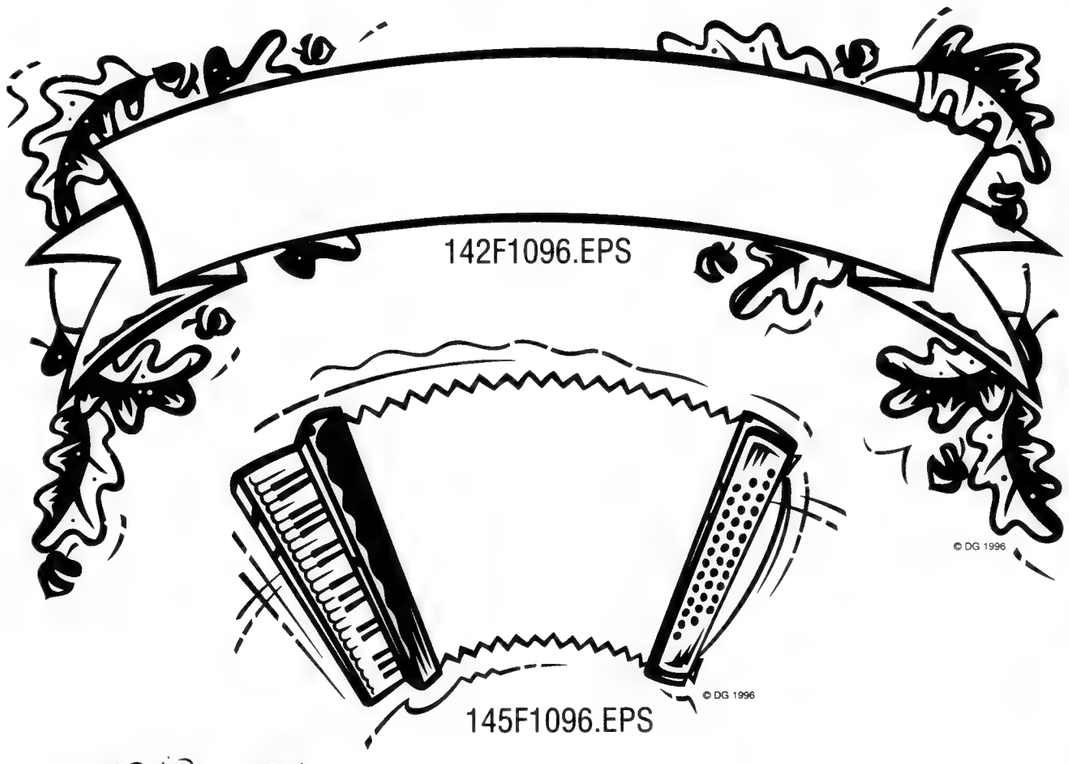
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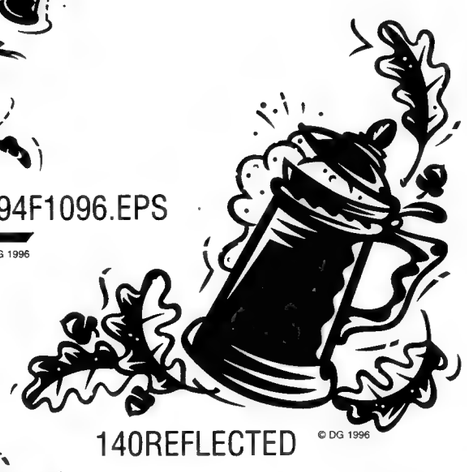
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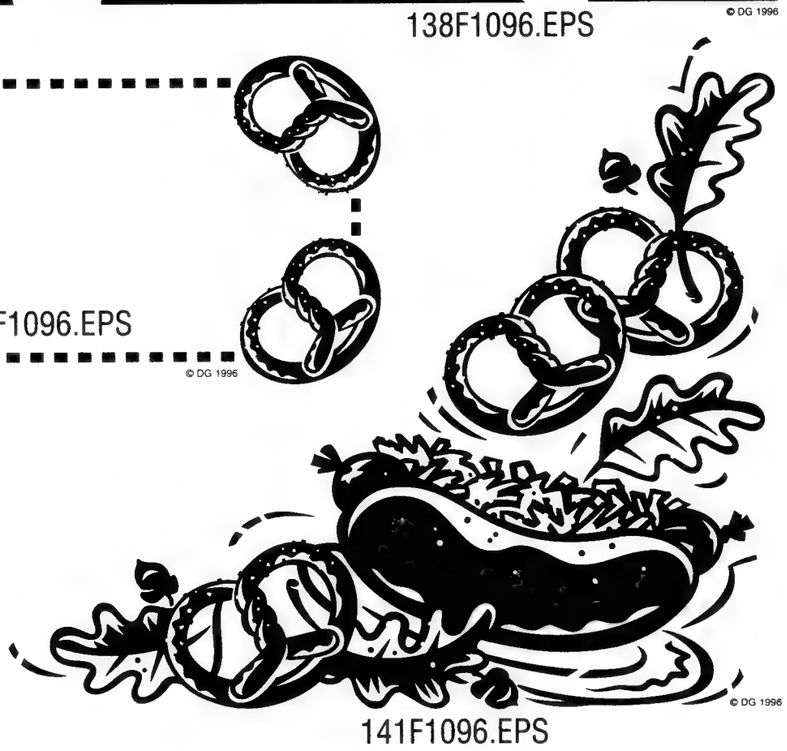
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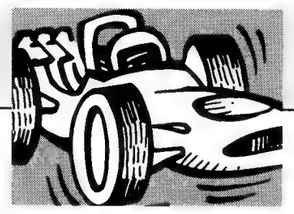


Fast Cash

...is easy when you sell things in the classifieds

Have some items you no longer want or need? Need some extra cash? Then list those items in the classifieds! It's an easy and inexpensive way to reach thousands of potential buyers every day. Call in your ad today!

311-555-4562 **Waverly Times Classifieds** One Times Plaza

070Y-1.EPS

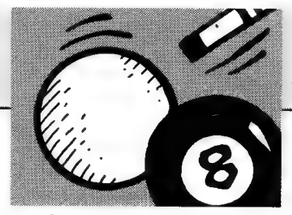
Cool Off

...with great deals in the classifieds

No matter what you're looking for, you'll probably find it in the classifieds. Everything from cars to clothing and antiques to uniques are available at some of the lowest prices anywhere. Come on! Check out the classifieds.

311-555-4562 **Waverly Times Classifieds** One Times Plaza

068Y-1.EPS



Here's Your Cue

...to advertise in the Classifieds and get results

The best way to sell something is to advertise it in the classifieds! Take advantage of our First-Time-Advertiser Special. Get a three-line ad in the classifieds for three days for only $3! Call today to place your ad.

311-555-4562 **Waverly Times Classifieds** One Times Plaza

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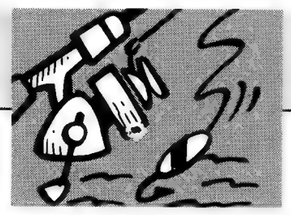

Hook A Great Deal

...when you go shopping in the classifieds

Bargain hunters know one of the best places to shop for merchandise and services is the classifieds! Whether you're looking for sporting goods or a seamstress, you can find it in the classifieds. Check them out today!

311-555-4562 **Waverly Times Classifieds** One Times Plaza

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HEADLINE MAY 96 PRINT MEDIA SERVICE

Catch The
SAVINGS!

Take advantage of incredible price reductions on hundreds of quality cars, trucks, vans, and minivans!

NEW 1997 Gratton Sedan
Air, anti-lock brakes, air bags, and stereo!
$21,995

HURRY! Sale prices good through this Saturday only!

NEW 1997 Texxus Wagon
Air, anti-lock brakes, air bags, and more!
$27,995

Speed away with cash back on all 1996 and 1997 models currently in stock!

NEW 1997 Tonda Minivan
Air, anti-lock brakes, air bags, and luxury group!
$32,995

NEW ARRIVALS

97 Gratton Deluxe	$26,995
Air, anti-lock brakes, air bags, stereo, more	
97 Tonda Sedan	$20,995
Air, anti-lock brakes, luxury group, stereo	
97 Texxus Sector	$19,995
Air, all-wheel drive, anti-lock brakes, stereo	
97 Gratton Presidio	$23,995
Air, anti-lock brakes, air bags, luxury group	
97 Ghengis Khan	$17,995
Air, all-wheel drive, air bags, stereo, more	
97 Piñata Pasa	$22,995
Air, anti-lock brakes, air bags, stereo, more	
97 Kubla Khan	$24,995
Air, anti-lock brakes, luxury group, stereo	
97 Tonda Placida	$21,995
Air, all-wheel drive, anti-lock brakes, stereo	

TRUCKS

92 Tonda Sentry	$20,995
93 Ghengis Khan	$19,995
94 Piñata Pasa	$18,995
95 Gratton Sedan	$17,995
96 Tonda Wagon	$18,995
95 Tonda Minivan	$19,995
94 Piñata Pasa	$20,995
93 Gratton Sedan	$21,995
92 Gratton Sportster	$22,995
91 Tonda Placida	$18,995
92 Texxus Luxuria	$19,995

USED CARS

95 Tonda Roadster	$22,995
94 Tonda Minivan	$23,995
93 Texxus Xcel	$22,995
92 Tonda Valerio	$20,995
91 Texxus Cirrus	$19,995
90 Konno Massa	$18,995
91 Gratton Deluxe	$17,995
92 Texxus Luxuria	$20,995
93 Tonda Minivan	$21,995
94 Tonda Placida	$22,995
95 Gratton Sportster	$19,995
96 Kubla Khan	$22,995
95 Theo Sentry	$21,995
94 Ghengis Khan	$20,995

Make a big hit with our cash-back offers!

Hrs: Mon.–Fri. 9 a.m.–9 p.m.
Sat. 10 a.m.–6 p.m.
346 Kensington Parkway • 555-8301

Akron Auto Plaza

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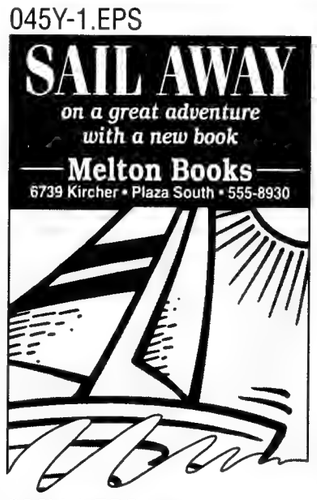

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New releases* only
$2.00
*Offer good on movie releases only. Does not include video games, CDs, or equipment rental. Limit 3 videos
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IT'S A HIT!

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We offer 24-hour turnaround on most copy jobs!
Just bring in your copy job by 10 a.m. and get it back by 10 a.m. the next day!*
* Some restrictions apply. See store for details.
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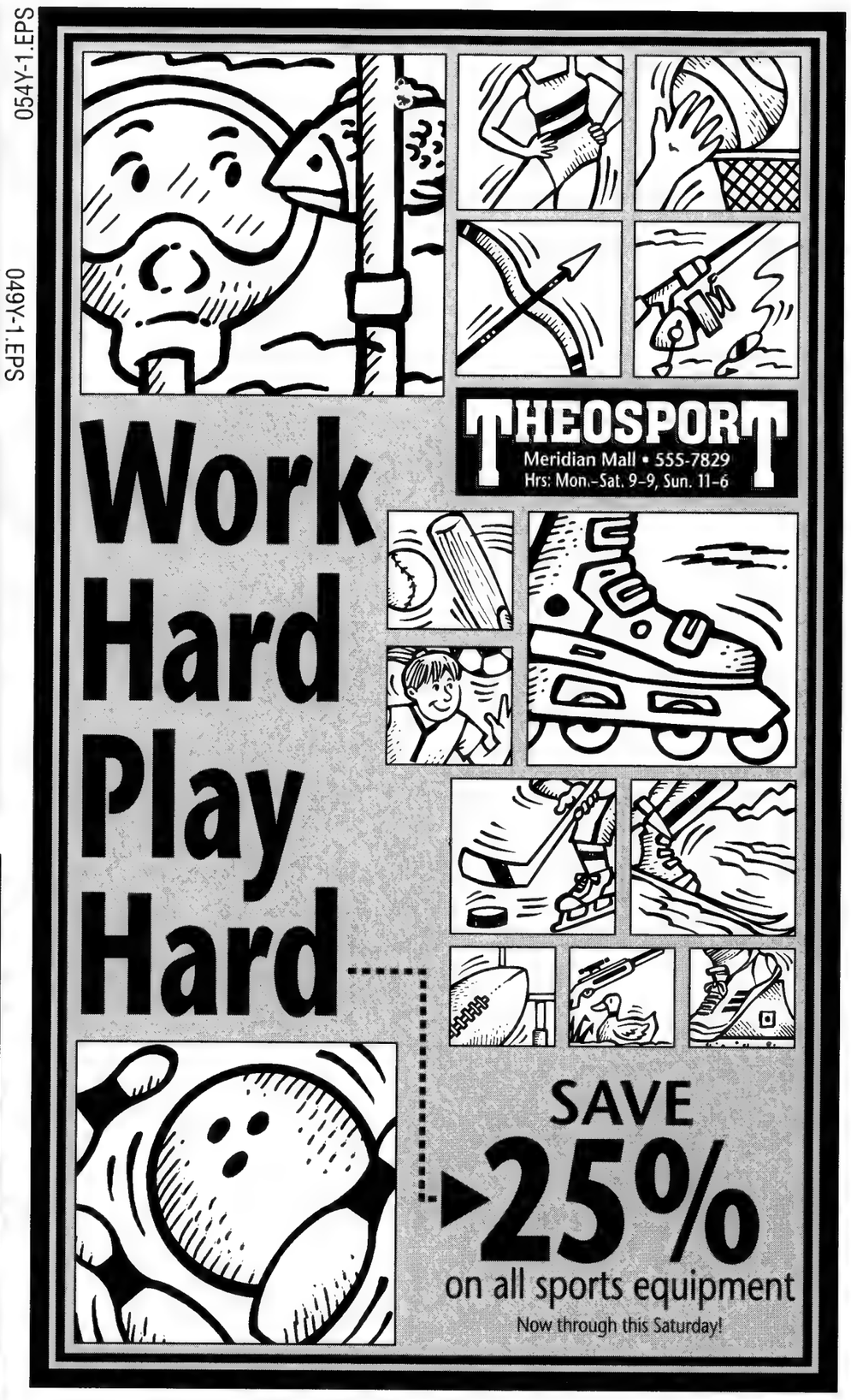

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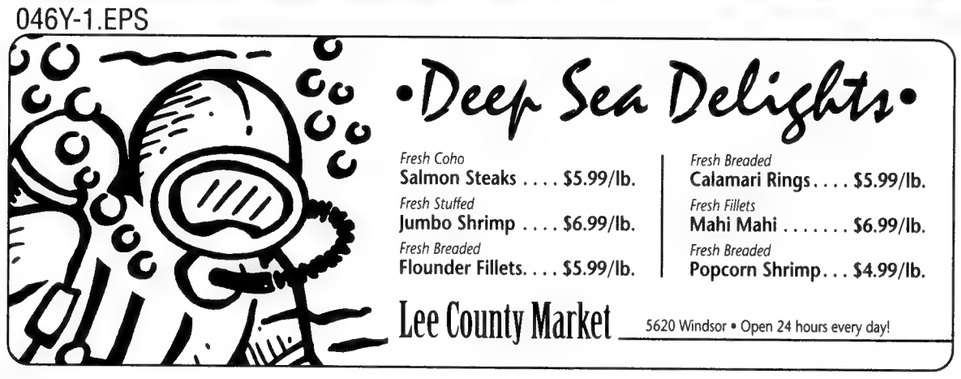
•Deep Sea Delights•
Fresh Coho Salmon Steaks . . . . $5.99/lb.
Fresh Stuffed Jumbo Shrimp . . . . $6.99/lb.
Fresh Breaded Flounder Fillets. . . . $5.99/lb.
Fresh Breaded Calamari Rings. . . . $5.99/lb.
Fresh Fillets Mahi Mahi . . . . . $6.99/lb.
Fresh Breaded Popcorn Shrimp. . . $4.99/lb.
Lee County Market 5620 Windsor • Open 24 hours every day!

021Y-1.EPS

Close Doesn't Count

Want your portfolio to earn more? Then get your investments on target with help from the experts.

If you're ready to make the most out of the money that you make, then it's time to put your investments in the hands of the professionals. Together, we can design a portfolio to meet your goals.

KRST INVESTMENTS
The Money Experts • 555-4500

022Y-1.EPS

Are you financially fit?

Make sure your investments are in good shape when it's time to retire.

Retirement is coming sooner than you might think. If you haven't started planning yet, then now is the time to come talk to one of our investment professionals. We'll work with you to make sure your future is full of possibilities.

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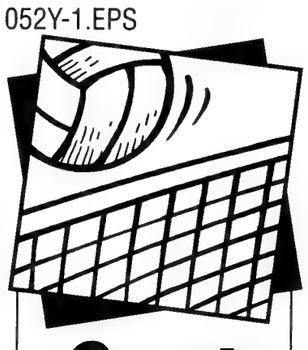

Great Returns

Our investment experts are ready to help you create an investment strategy that works hard.

The money experts are here. They can help you design a comprehensive portfolio of both long- and short-term investments that will yield the returns you want. Call today for a free, no-obligation informational meeting with one of our investment professionals.

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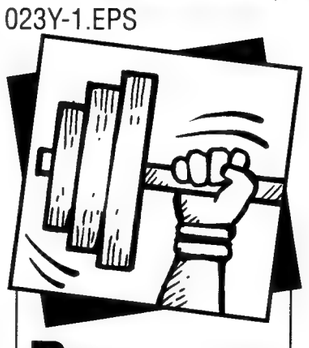

Pump up your portfolio

If your portfolio is weak, then it's time to strengthen it with help from the experts.

If you're tired of weak returns on your investments, then it's time to give your portfolio a workout. Our staff of experts puts your portfolio through its paces, and recommends changes needed to make it a powerful profit producer.

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The Money Experts • 555-4500

073Y-1.EPS

Team up with a winner!

We've been in the investment business for over 75 years. Put our experience to work for you.

It's hard to know where to put your money with all of the investment possibilities that are out there these days. That's where we come in. Our investment professionals can help you do it right.

KRST INVESTMENTS
The Money Experts • 555-4500

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The strength to go the distance

Let experienced financial experts help you make investments for the long run.

People in the know on the investment scene say that long-term investments provide the best payoff. Let the money experts help you create a portfolio that will meet your investment needs today and tomorrow.

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Watch your investments perform

Peak performance from your portfolio comes from putting it in the hands of the investment experts.

If you're tired of poor returns from your investments, then it's time to reevaluate your strategies. Let our financial experts help you design a portfolio that meets all of your investment goals.

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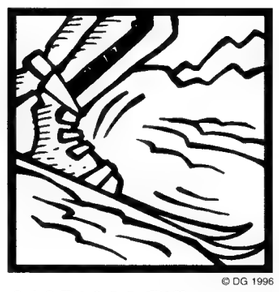
The Money Experts • 555-4500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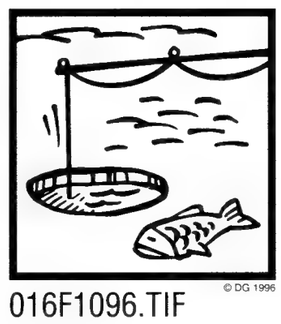
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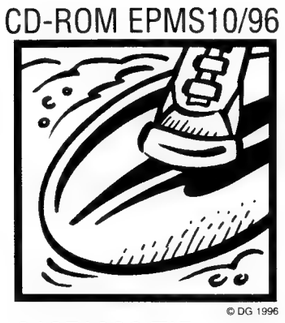
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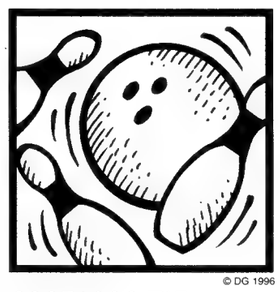
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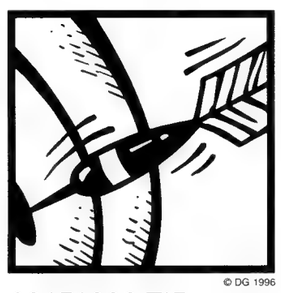
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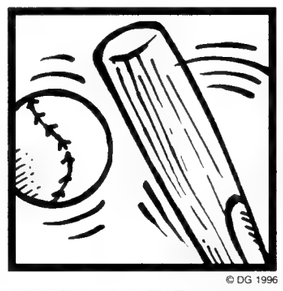
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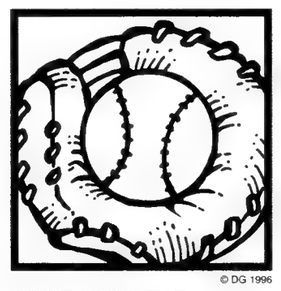
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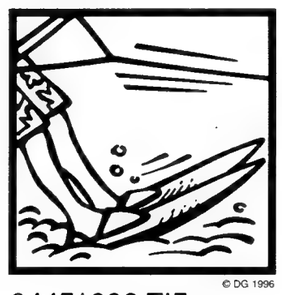
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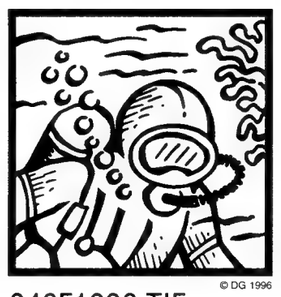
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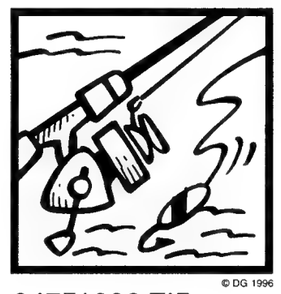
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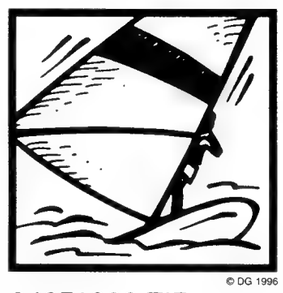
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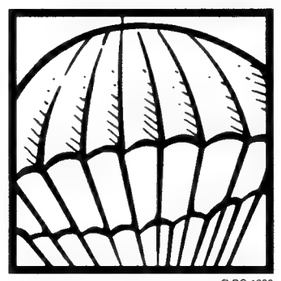
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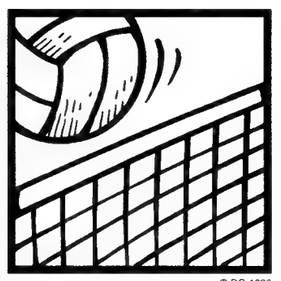
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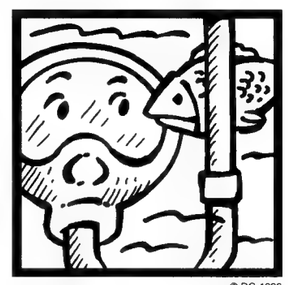
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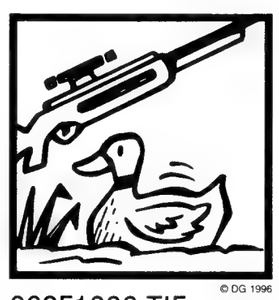
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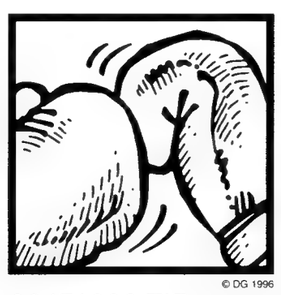
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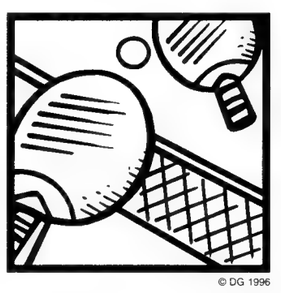
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172Y-1.EPS

ROCK-BOTTOM PRICES

Cash In On The Savings

This Friday and Saturday, find major price reductions on every car in stock. Plus get free hot dogs, popcorn, and soda and register for great prizes!

97 Tonda Deluge
was $18,999
NOW **$16,799**

97 Gratton Deluxe
was $22,999
NOW **$20,949**

97 Tonda Minivan
was $24,999
NOW **$22,675**

97 Gratton Roadster
was $26,999
NOW **$24,874**

96 Tonda Placida
was $17,999
NOW **$15,276**

96 Gratton Sedan
was $20,999
NOW **$18,957**

NEW 1997
Gratton Sedan
Two-door with anti-lock brakes, air, dual air bags, sunroof, power group, luxury package, and anti-theft system.
$21,799

96 Tonda Deluge
was $17,999
NOW **$15,999**

NEW 1997
Piñata Pasa
Hatchback with air, dual air bags, anti-lock brakes, sunroof, power group, stereo, tinted windows, and anti-theft system.
$19,799

97 Ghengis Khan
was $21,999
NOW **$19,573**

96 Piñata Pasa
was $24,999
NOW **$22,737**

97 Kubla Khan
was $26,999
NOW **$24,884**

97 Piñata Pueblo
was $19,999
NOW **$17,969**

96 Agha Khan
was $22,999
NOW **$20,999**

NEW 1997
Tonda Sentry
Air, anti-lock brakes, dual air bags, individual comfort controls, leather interior, luxury package, anti-theft system.
$27,979

Get the best deal right here!
AUTO Main Street
226 N. Peru
555-SELL

130Y-1.EPS

Update YOUR Image

Register To Win A $1,000 Shopping Spree!

Register at the Customer Service Center this Friday and Saturday between 9 a.m. and 5 p.m. Drawing will be held at 6 p.m. Saturday night. Certain restrictions apply. See the Customer Service Center for details. Sponsored by WXYZ-FM and Southwood Mall.

SOUTHWOOD
MALL & TOWERS
12832 North Michigan Avenue

133Y-1.EPS

We're Chipping Away At HIGH PRICES To Bring You Better Value

Check out the everyday low prices on lots of the items that you use the most!

Gauzla
100% Cotton Balls **$2.59**
250 ct. pkg. Reg. $3.29

Flutterkick
EZ Dress Patterns **$3.59**
Reg. $5.99

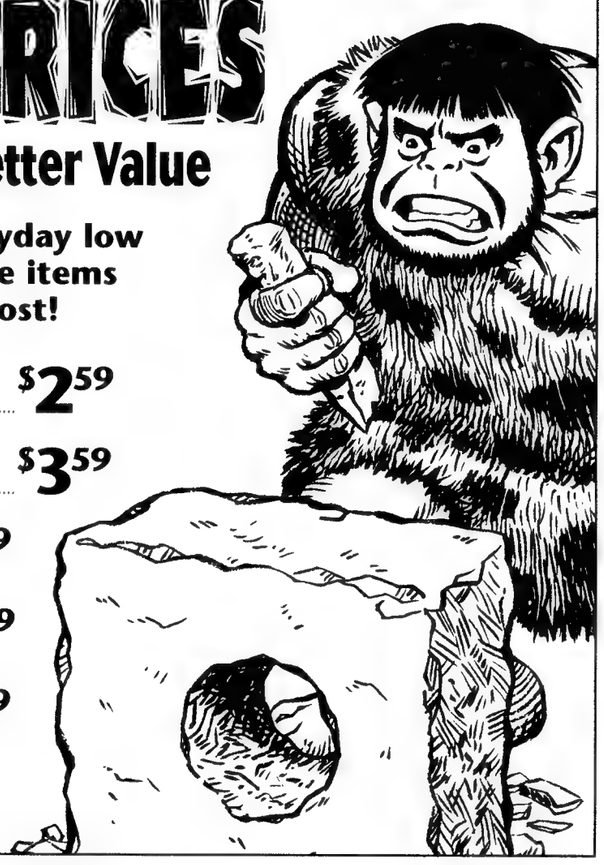
Doo-Da
Hair Gel **$3.69**
12 oz. bottle. Reg. $4.59

Street Rite
Canvas Shoes **$7.99**
Reg. $9.99

6 pack
Tube Socks **$3.99**
Reg. $5.99

Hurry! This sale ends Saturday.

Variety & Co.
563 N. Fifth • Mon.–Sat. 8–5



130Y-2.EPS

HEADLINE MAR. 93 PRINT MEDIA SERVICE

SMART SHOPPER Specials

Smart shoppers shop with us and save more money!

Silk Suits **$69.99**
Women's sizes 4–14

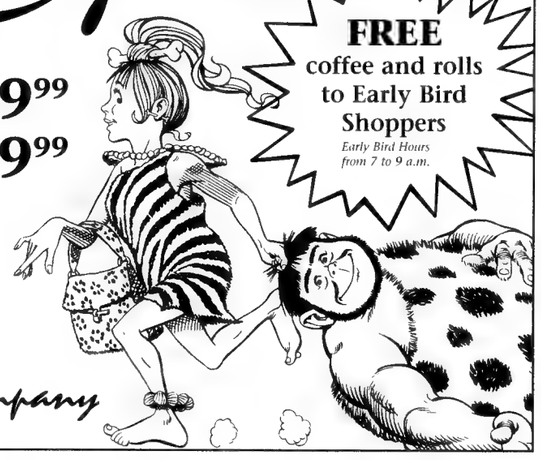
Dress Shirts **$29.99**
Men's 100% cotton, long sleeved

Men's Chinos **$39.99**
Average and Tall sizes

Riding Boots **$79.99**
Women's leather, sizes 5–11

We're the store where you always get more!

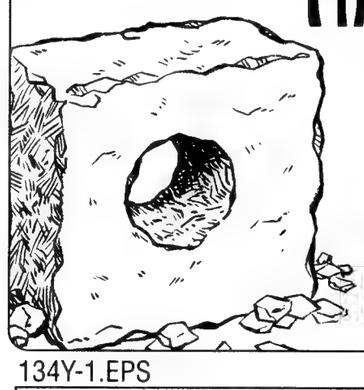
FREE coffee and rolls to Early Bird Shoppers
Early Bird Hours from 7 to 9 a.m.



Cunningham and Company
677 North Lincoln Street Open Mon.–Sat. 10–9, Sun. 11–6

133Y-2.EPS

Why Re-Invent The Wheel?



With thousands of regular readers, there's no better way to buy or sell items than the classifieds. Place your ad today!

The Journal Classifieds
555-8700

131Y-1.EPS

Rock-Solid Values

Get a four-line classified ad for four days for only four dollars!

What a deal! Sell those unwanted items and make some fast cash with this special ad rate. Call today!

The Journal Classifieds
555-8700

131Y-2.EPS

PRICES YOU JUST CAN'T BEAT

You really clean up with these deals on cleaning supplies!

Kleen-Rite
Straw Broom **$2.19**

Kleen-Rite
Wringer Bucket **$4.19**

Super Shine
Floor Cleaner **$2.19**

Sale prices good through Sunday

Lee Mart 209 N. Pennsylvania Ave.
Monday–Saturday 9–9, Sunday 9–5

134Y-1.EPS

Are You Still Working In The STONE AGE?

Upgrade your equipment without spending a fortune!

Business Solutions • Network Solutions

- **See us for all your computer sales, installation, service, training, and complete technical support needs**
- **Special financing and lease arrangements available**
- **Comprehensive selection of state-of-the-art hardware, software, peripherals, and supplies**

555-7177

Monarch COMPUTERS
2180 N. Jackson • 555-3400

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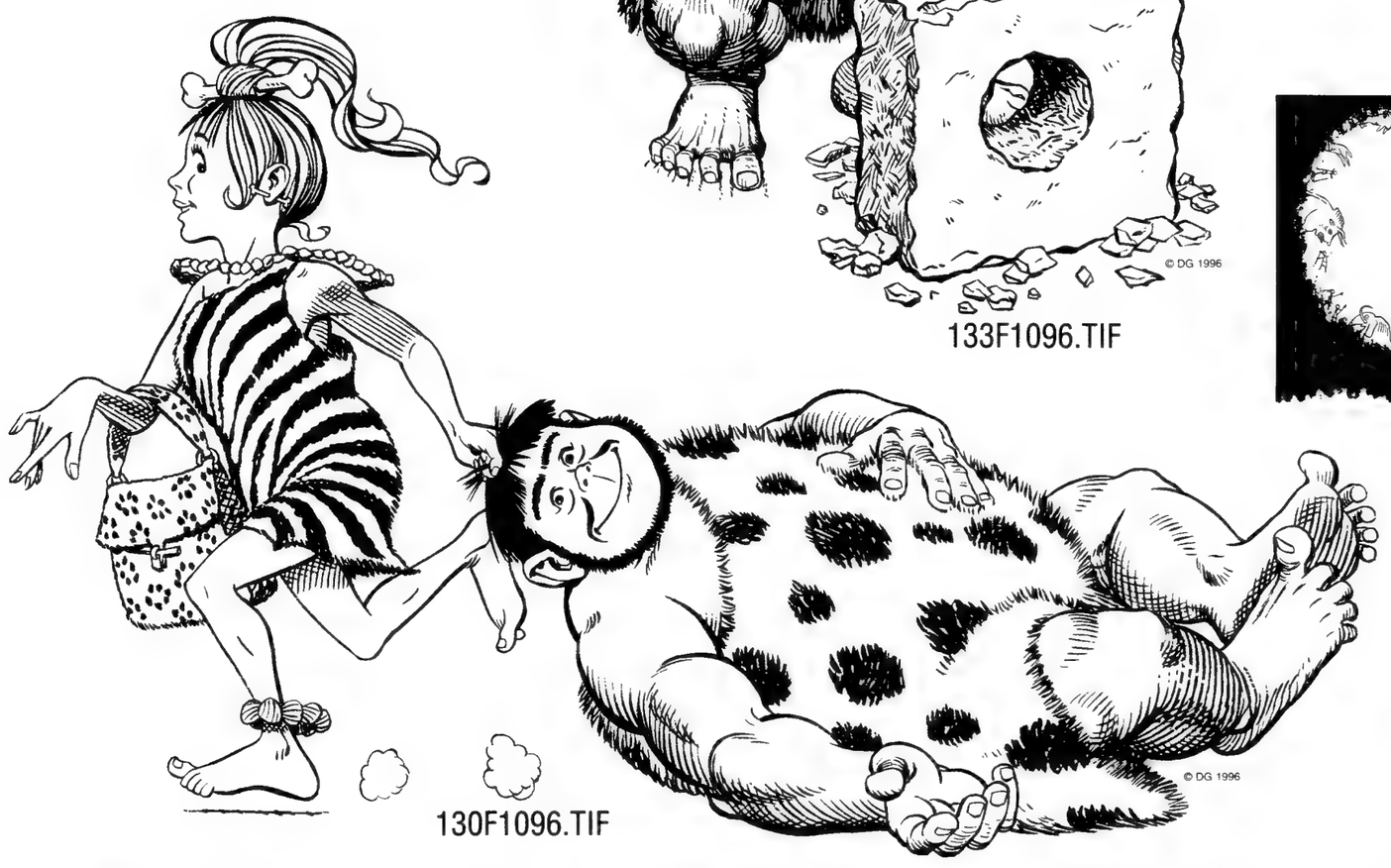
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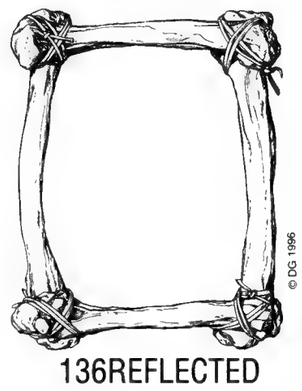
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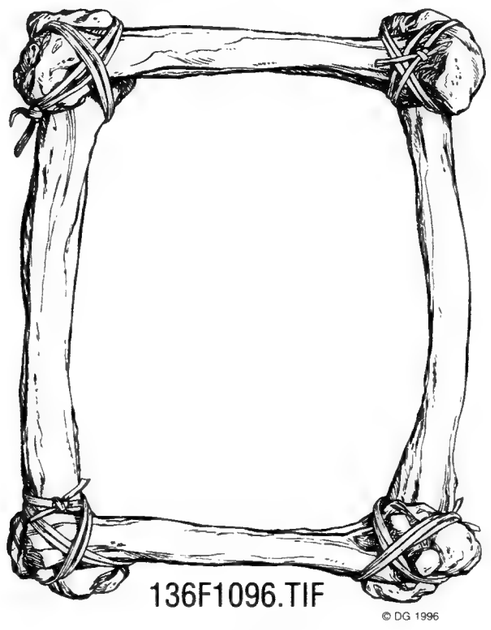
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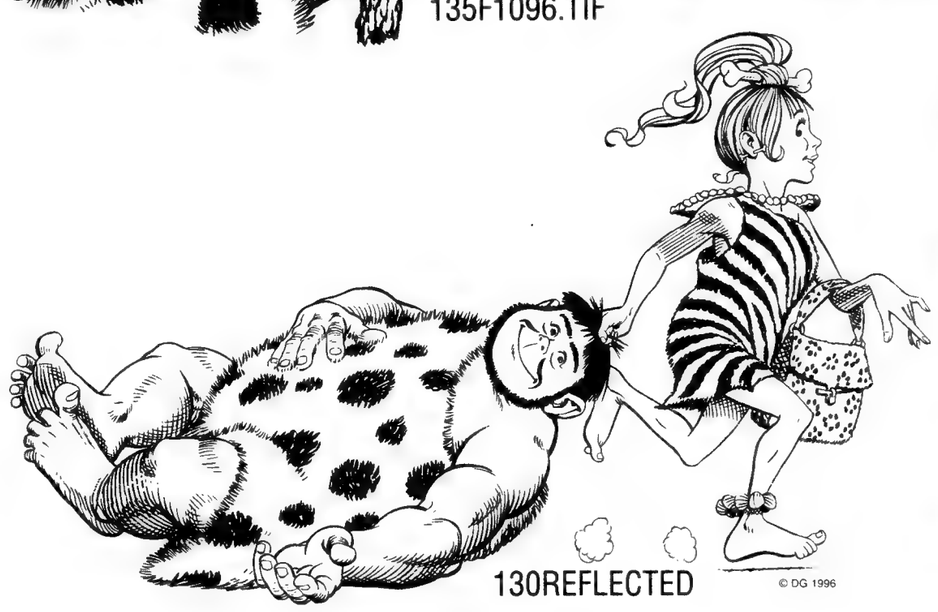
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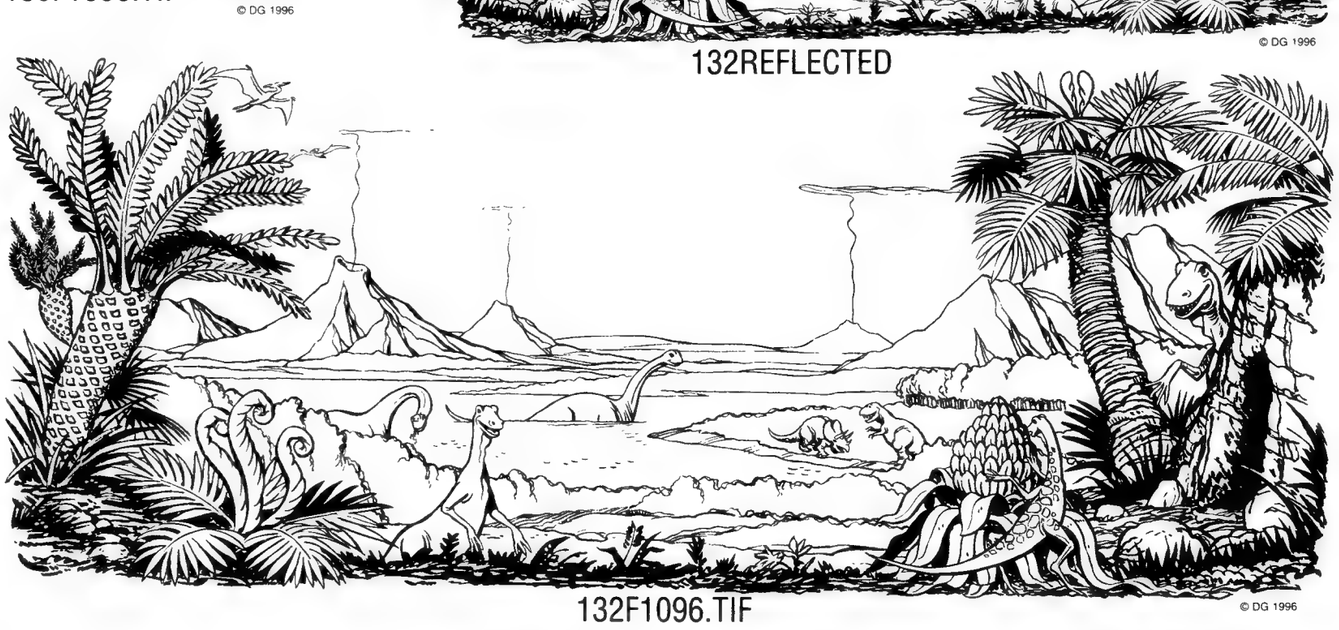
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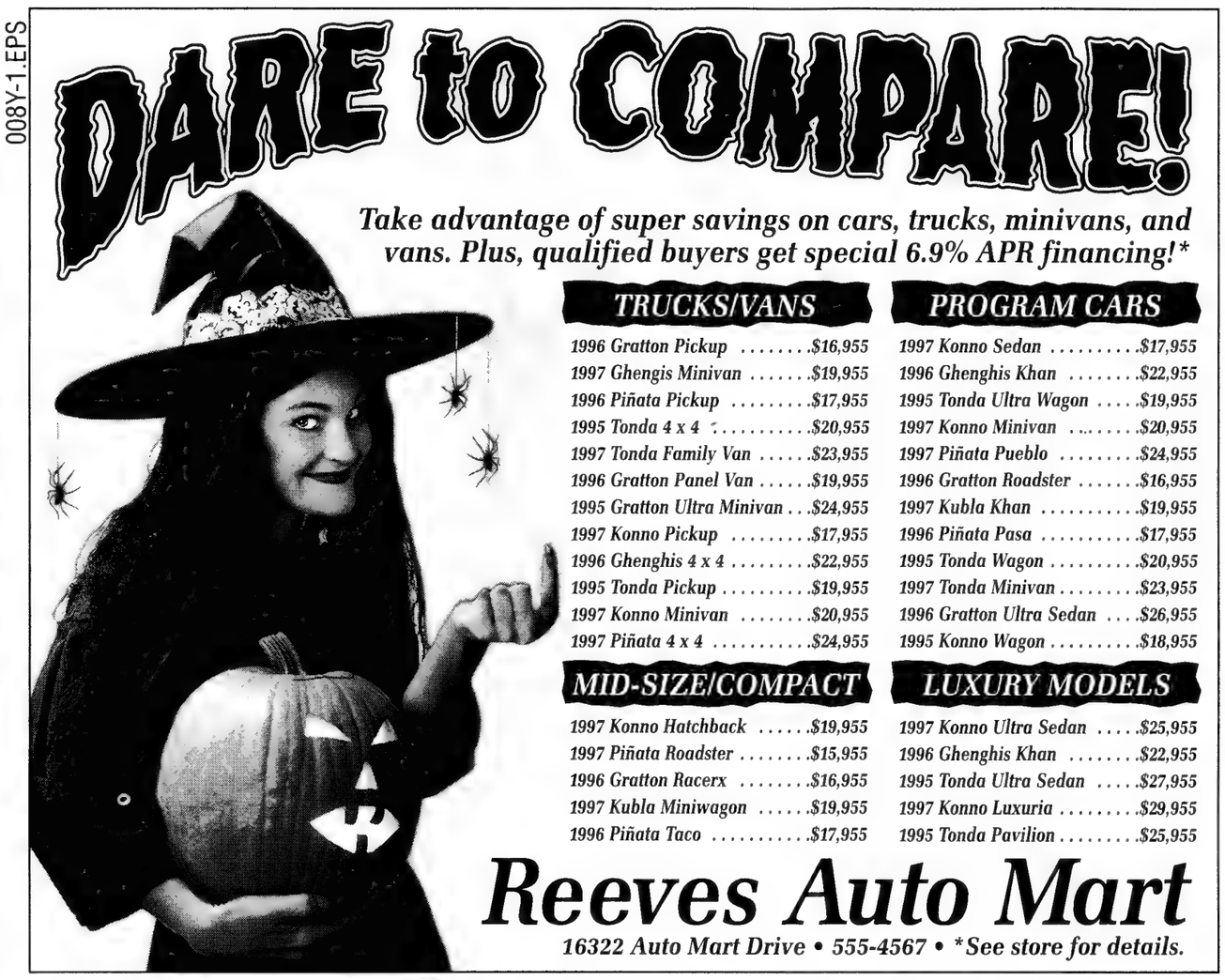
011Y-1.EPS

WORD BALLOON MAY 94 PRINT MEDIA SERVICE

Have You Heard About This Incredible Closeout Sale?
Located just off of I-74 North at 2340 War Memorial Parkway
Hrs: M–F 10–9, S & S 10–6
They say everything goes at frighteningly low prices!
30–70% off
all clearance furniture items
When we say everything is on sale, we mean everything–sofas, love seats, recliners, chairs, dining room sets, bedroom suites, entertainment centers, end tables, sofa tables, armoires, and more!
FURNITURE SURPLUS
Where you always get quality furniture for less!

008Y-1.EPS


DARE to COMPARE!
Take advantage of super savings on cars, trucks, minivans, and vans. Plus, qualified buyers get special 6.9% APR financing!*
TRUCKS/VANS
1996 Gratton Pickup $16,955
1997 Ghengis Minivan $19,955
1996 Piñata Pickup $17,955
1995 Tonda 4 x 4 .....$20,955
1997 Tonda Family Van $23,955
1996 Gratton Panel Van $19,955
1995 Gratton Ultra Minivan $24,955
1997 Konno Pickup $17,955
1996 Ghenghis 4 x 4 .....$22,955
1995 Tonda Pickup $19,955
1997 Konno Minivan $20,955
1997 Piñata 4 x 4 .....$24,955
PROGRAM CARS
1997 Konno Sedan $17,955
1996 Ghenghis Khan $22,955
1995 Tonda Ultra Wagon $19,955
1997 Konno Minivan $20,955
1997 Piñata Pueblo $24,955
1996 Gratton Roadster $16,955
1997 Kubla Khan $19,955
1996 Piñata Pasa $17,955
1995 Tonda Wagon $20,955
1997 Tonda Minivan $23,955
1996 Gratton Ultra Sedan $26,955
1995 Konno Wagon $18,955
MID-SIZE/COMPACT
1997 Konno Hatchback $19,955
1997 Piñata Roadster $15,955
1996 Gratton Racerx $16,955
1997 Kubla Miniwagon $19,955
1996 Piñata Taco $17,955
LUXURY MODELS
1997 Konno Ultra Sedan $25,955
1996 Ghenghis Khan $22,955
1995 Tonda Ultra Sedan $27,955
1997 Konno Luxuria $29,955
1995 Tonda Pavilion $25,955
Reeves Auto Mart
16322 Auto Mart Drive • 555-4567 • *See store for details.

010Y-1.EPS

CANDY OCT 94 PRINT MEDIA SERVICE

Family Variety
Store Hours: Mon.–Sat. 9–9, Sun. 11–5
One-Stop Shopping!
Get everything you need for a howling good Halloween celebration!
1 lb. mini candy bars $1.99
Halloween streamers $1.09
Halloween party favors . . .$1.99
Need makeup and accessories for your Halloween costume? We carry the largest selection in town!
All boxed costumes Your choice: only $8.99
All Trick-or-Treat bags Your choice: only 99¢
TRICK ~or~ TREAT SALE
We double all manufacturers' coupons!
24 ct. pkg. candy bars $2.69
1 lb. sack fruit-flavored lollipops $1.69
1 lb. sack hard candy. . . .$1.99
6 pk. votive candles $1.59
2 decorated Halloween taper candles . .$1.99
12 pack wax lips $2.39
With two convenient locations to serve you!
1582 E. Pleasant St.
742 N. Rinkenberger Ave.

011Y-2.EPS

GHOST MORTICE OCT 93 PRINT MEDIA SERVICE

BOO!
We've scared off high prices for good!
Thanks to quantity discounts from our newest suppliers, our everyday low prices are even lower than before!
ROYAL DISCOUNT MALL
4521 S. Pine Way

007Y-1.EPS

GHOST JULY 93 CLIPPER TOMBSTONE FEB 93 CLIPPER

Looking For A New Ghoul-friend?
IN EVERY SATURDAY EDITION!
Avoid the nightmare of the bar and club scene. Meet a great guy or gal through the Personal Ads. If you're looking for friendship, companionship, or a romantic relationship, then the Personal Ads are a great way to start!
555-LOVE
The Alliance Personal Ads!
Call today to list your personal ad, or to leave a message for someone that you're interested in!

008Y-2.EPS BAT OCT 94 PRINT MEDIA SERVICE

"ENTER" BUT BE WARE
THESE LOW PRICES ARE OUT TO GET YOU!
Save big on the over-the-counter remedies, cosmetics, greeting cards, and much more during our Spook-tacular Sale. Hurry! This sale ends Saturday.
REX DRUGS
482 E. Main • Open 24 hrs. • 555-3573

012Y-1.EPS

SINGED PAPER BORDER MAY 96 PRINT MEDIA SERVICE LEAVES TEXTURE AUG 93 CLIPPER

Autumn
OPEN HOUSE
You are cordially invited to our Fifth Annual Autumn Open House on
Saturday & Sunday, October 12 & 13, 9 a.m. to 6 p.m.
• door prizes
• special sales
• demonstrations
• delicious refreshments
• gift certificates
• special lectures
• contests
• special sneak preview of Christmas ornaments and decor
Come see the largest selection of beautifully handmade art and craft items in the downstate area. Fall wreaths and home decor items, Halloween decorations, ceramics, and candles, wood furniture and crafts, jewelry, dolls, doll clothing, and a fantastic selection of craft supplies.
the Wishing Place
529 E. Rose Ln.
While you're here, be sure to sign up for special door prizes and merchandise gift certificates to be given away both days. No purchase is necessary. Employees and their families are not eligible.
SAVE an additional 25% on your total purchase of $50.00 or more during the Fall Open House only, October 12 & 13. One coupon per customer.
the Wishing Place • 529 E. Rose Lane
BUY ONE, GET ONE FREE Coupon good on any item valued at $15.00 or less. Coupon good during Fall Open House only, October 12 & 13.
the Wishing Place • 529 E. Rose Lane

009Y-1.EPS

HEADLINE OCT 94 PRINT MEDIA SERVICE

Bewitching Bargains
on quality dress and casual shoe styles!
Come in today and take advantage of the savings!
SAVE AN ADDITIONAL
25%
when you take an extra 10% off the already reduced prices of selected shoes.
Selected boot styles 15% off.
Sale prices good through 10/31/96.
Elder's Shoes 568 E. Dennison St. • 555-8734

010Y-2.EPS

HALLOWEEN
means fun...
At St. Joseph's Medical Center, we think it's better to be safe than sorry. So we are offering a FREE screening of trick-or-treat candy. Bring in your child's bag on October 31st from 5 to 9 p.m. Your child's safety is our #1 priority.
Play it safe!
St. Joseph's Medical Center • 1200 W. Rachel Dr.

 Print Media Service® ©Dynamic Graphics, Inc. 1996, Peoria, IL

Photos are offered in 170 dpi and 300 dpi formats.
High-resolution (300 dpi) files are denoted with an "H" on your CD.

010P1096.TIF

008REFLECTED

008P1096.TIF

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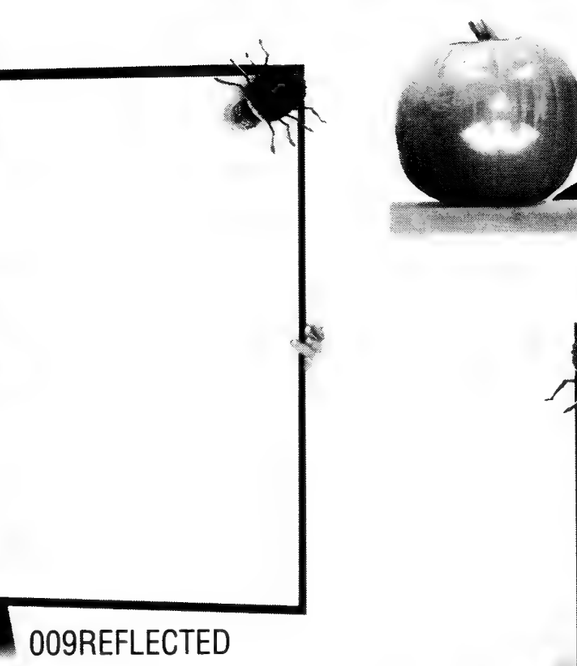
012P1096.TIF



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THIS ART IS PRE-SCREENED. SIMPLY SHOOT AS LINE ART.

009P1096.TIF

011P1096.TIF

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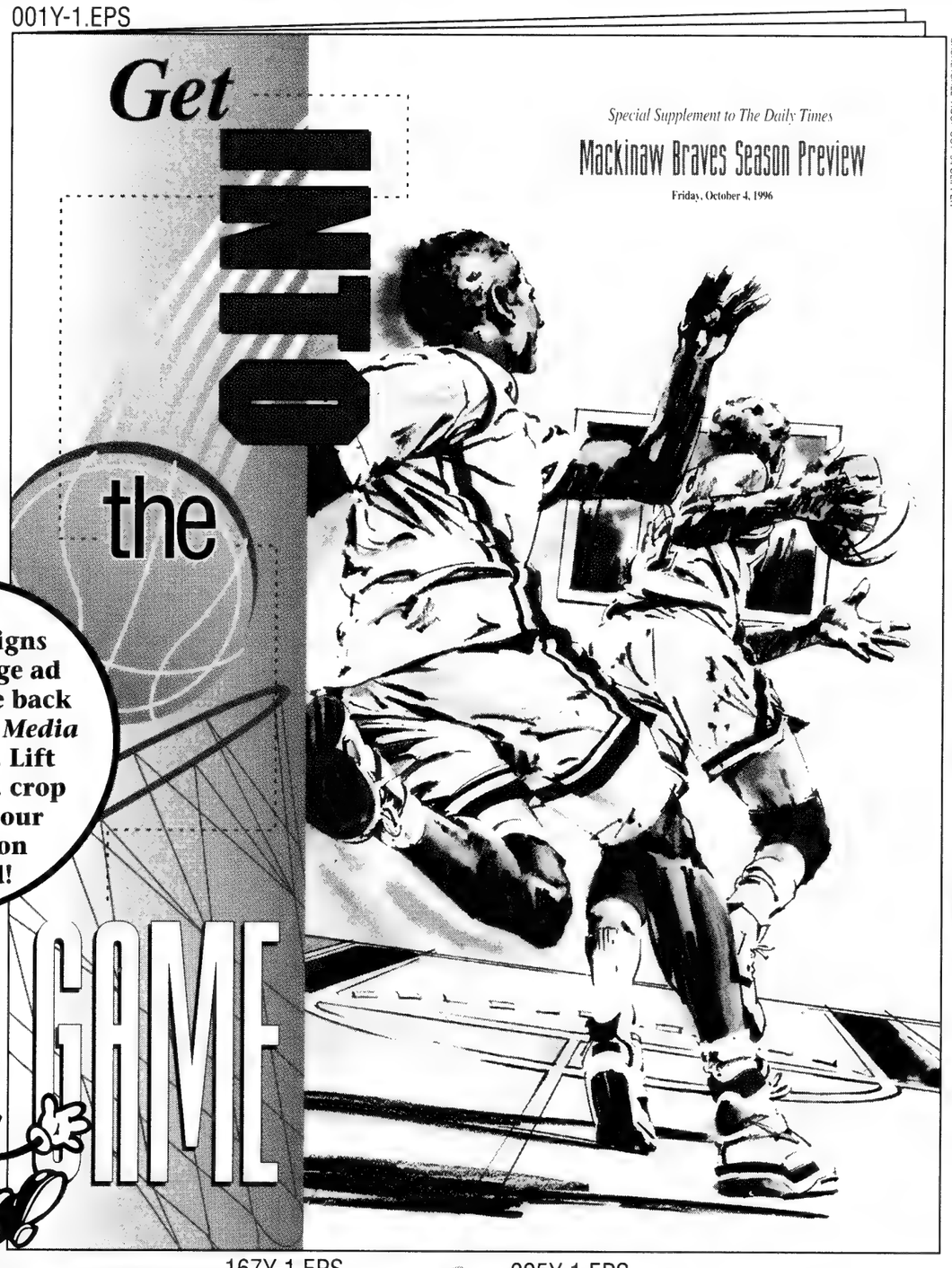
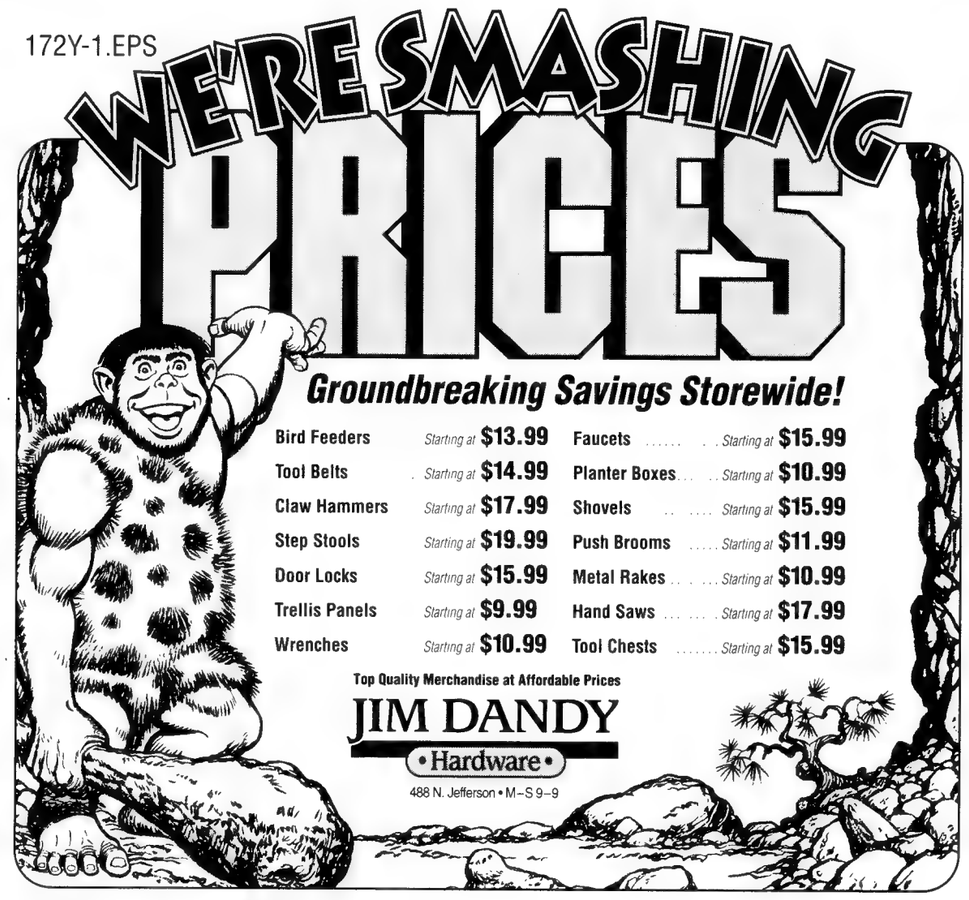
Full-color printing not in your budget? No problem! *Print Media Service* color separations don't have to be printed in full-color. You can use just one of the plates to print in a single color, or use two of the plates to create a duotone. On the example shown right, the cyan plate is printed in black and the magenta plate is printed in Pantone #172.

Create smaller designs from the large ad frames in the back of every *Print Media Service* issue. Lift out elements, crop pieces, let your imagination run wild!

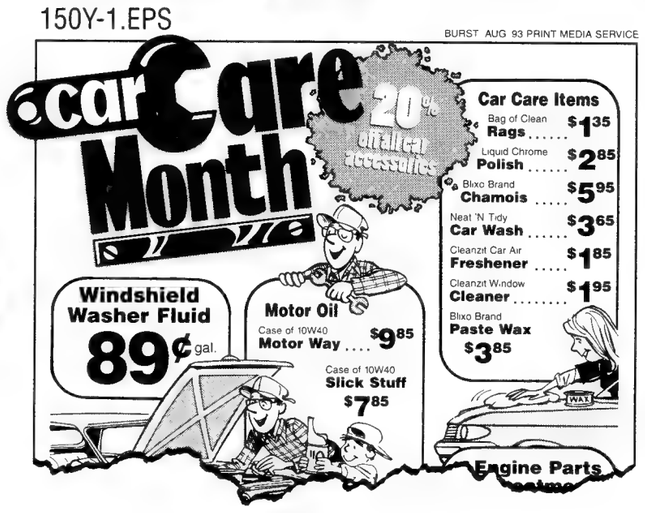
001Y-1.EPS



172Y-1.EPS


WE'RE SMASHING
PRICES
Groundbreaking Savings Storewide!
Bird Feeders Starting at $13.99
Tool Belts Starting at $14.99
Claw Hammers Starting at $17.99
Step Stools Starting at $19.99
Door Locks Starting at $15.99
Trellis Panels Starting at $9.99
Wrenches Starting at $10.99
Faucets Starting at $15.99
Planter Boxes Starting at $10.99
Shovels Starting at $15.99
Push Brooms Starting at $11.99
Metal Rakes Starting at $10.99
Hand Saws Starting at $17.99
Tool Chests Starting at $15.99
Top Quality Merchandise at Affordable Prices
JIM DANDY
• Hardware •
488 N. Jefferson • M–S 9–9

150Y-1.EPS


BURST AUG 93 PRINT MEDIA SERVICE
Car Care Month
20% off filter accessories
Car Care Items
Bag of Clean Rags $1.35
Liquid Chrome Polish $2.85
Blixo Brand Chamois $5.95
Neat 'N Tidy Car Wash $3.65
Cleanzit Car Air Freshener $1.85
Cleanzit Window Cleaner $1.95
Blixo Brand Paste Wax $3.85
Windshield Washer Fluid 89¢ gal.
Motor Oil
Case of 10W40 Motor Way $9.85
Case of 10W40 Slick Stuff $7.85
Engine Parts

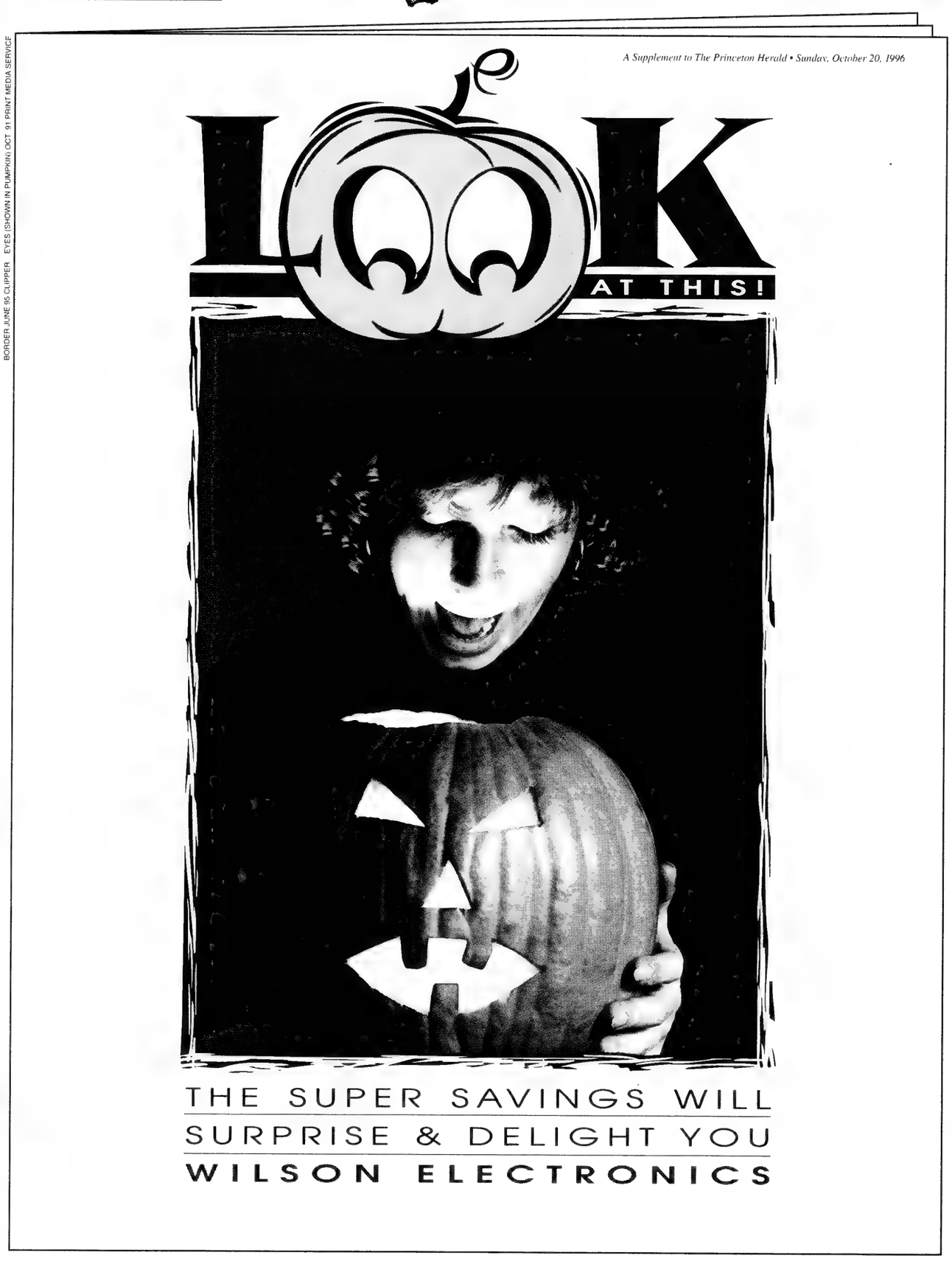
151Y-1.EPS

"SIDEWALK SALE" AUG 93 PRINT MEDIA SERVICE 167Y-1.EPS

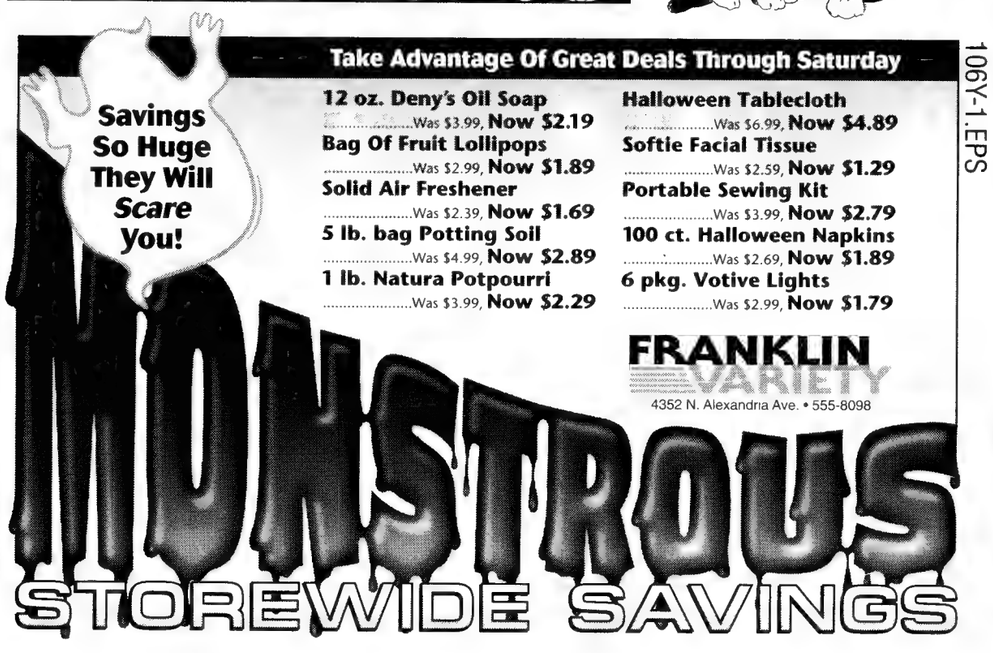
095Y-1.EPS

089Y-1.EPS

BORDER JUNE 95 CLIPPER EYES (SHOWN IN PLUMPKIN) OCT 91 PRINT MEDIA SERVICE


A Supplement to The Princeton Herald • Sunday, October 20, 1996
LOOK
AT THIS!
THE SUPER SAVINGS WILL
SURPRISE & DELIGHT YOU
WILSON ELECTRONICS

106Y-1.EPS


Take Advantage Of Great Deals Through Saturday
Savings So Huge They Will Scare You!
12 oz. Deny's Oil Soap Was $3.99, Now $2.19
Bag Of Fruit Lollipops Was $2.99, Now $1.89
Solid Air Freshener Was $2.39, Now $1.69
5 lb. bag Potting Soil Was $4.99, Now $2.89
1 lb. Natura Potpourri Was $3.99, Now $2.29
Halloween Tablecloth Was $6.99, Now $4.89
Softie Facial Tissue Was $2.59, Now $1.29
Portable Sewing Kit Was $3.99, Now $2.79
100 ct. Halloween Napkins Was $2.69, Now $1.89
6 pkg. Votive Lights Was $2.99, Now $1.79
FRANKLIN VARIETY
4352 N. Alexandria Ave. • 555-8098
MONSTROUS
STOREWIDE SAVINGS

 Print Media Service® ©*Dynamic Graphics, Inc. 1996, Peoria, IL*

BLACK PLATE

003D1096.EPS (Large Format)
004P1096.TIF (Gray Scale)

004D1096.EPS (Small Format)
004H1096.TIF (High Resolution/Gray Scale)

COLOR PLATE

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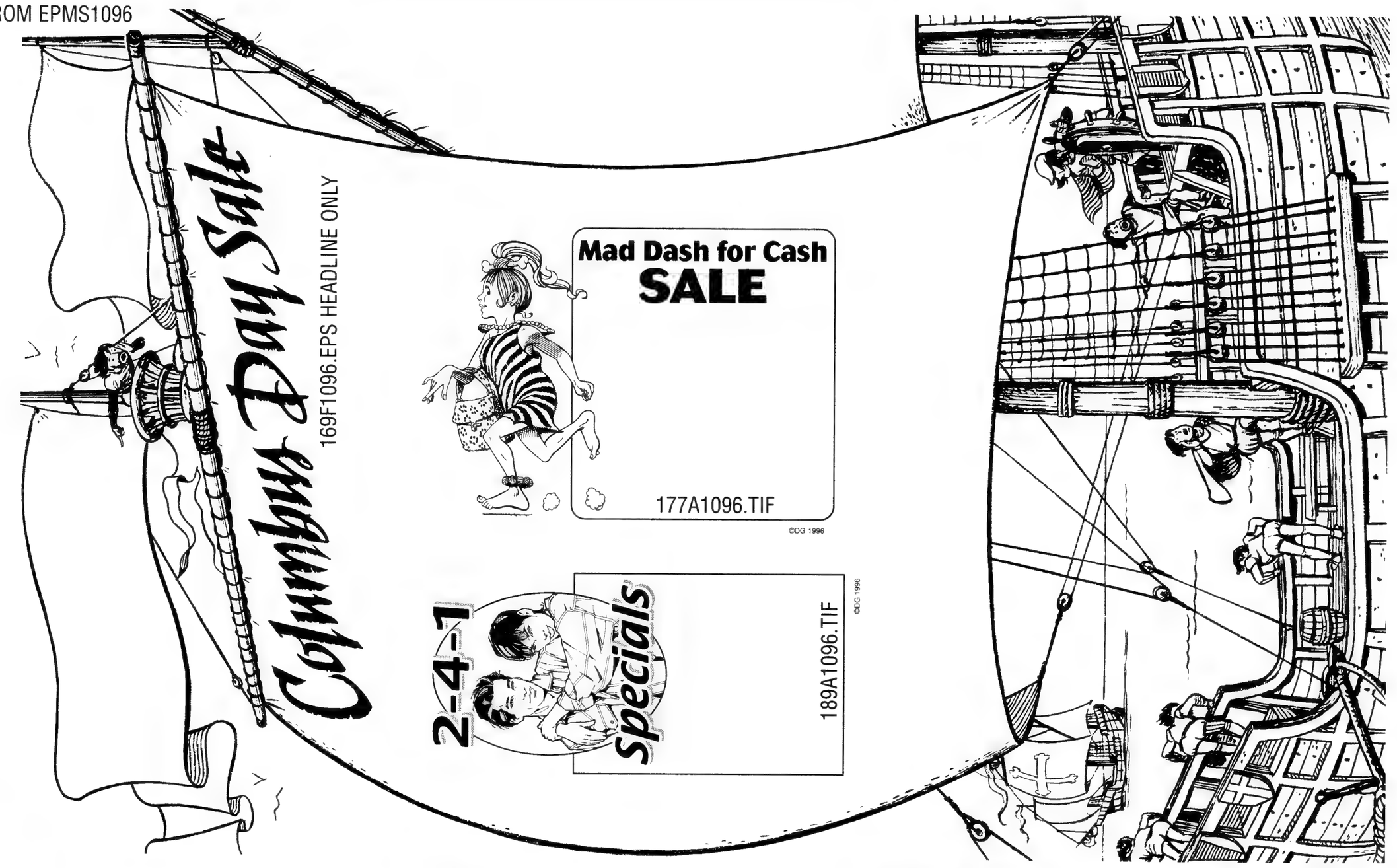

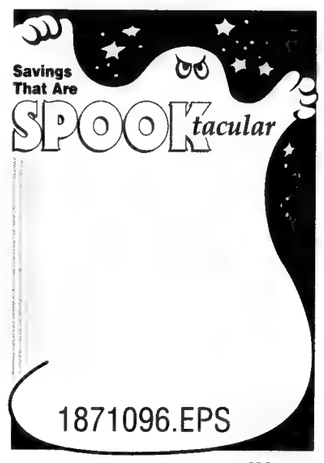

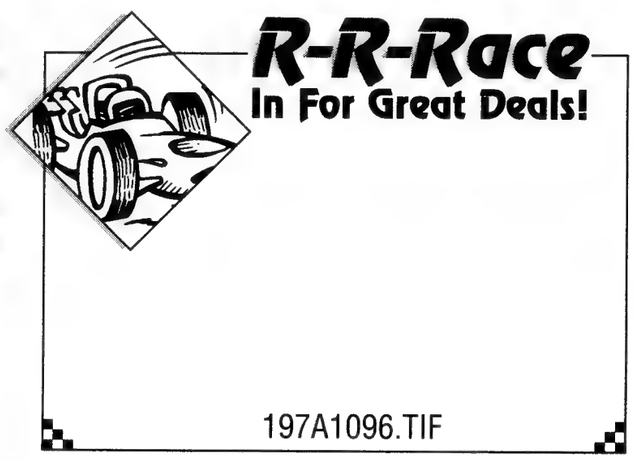

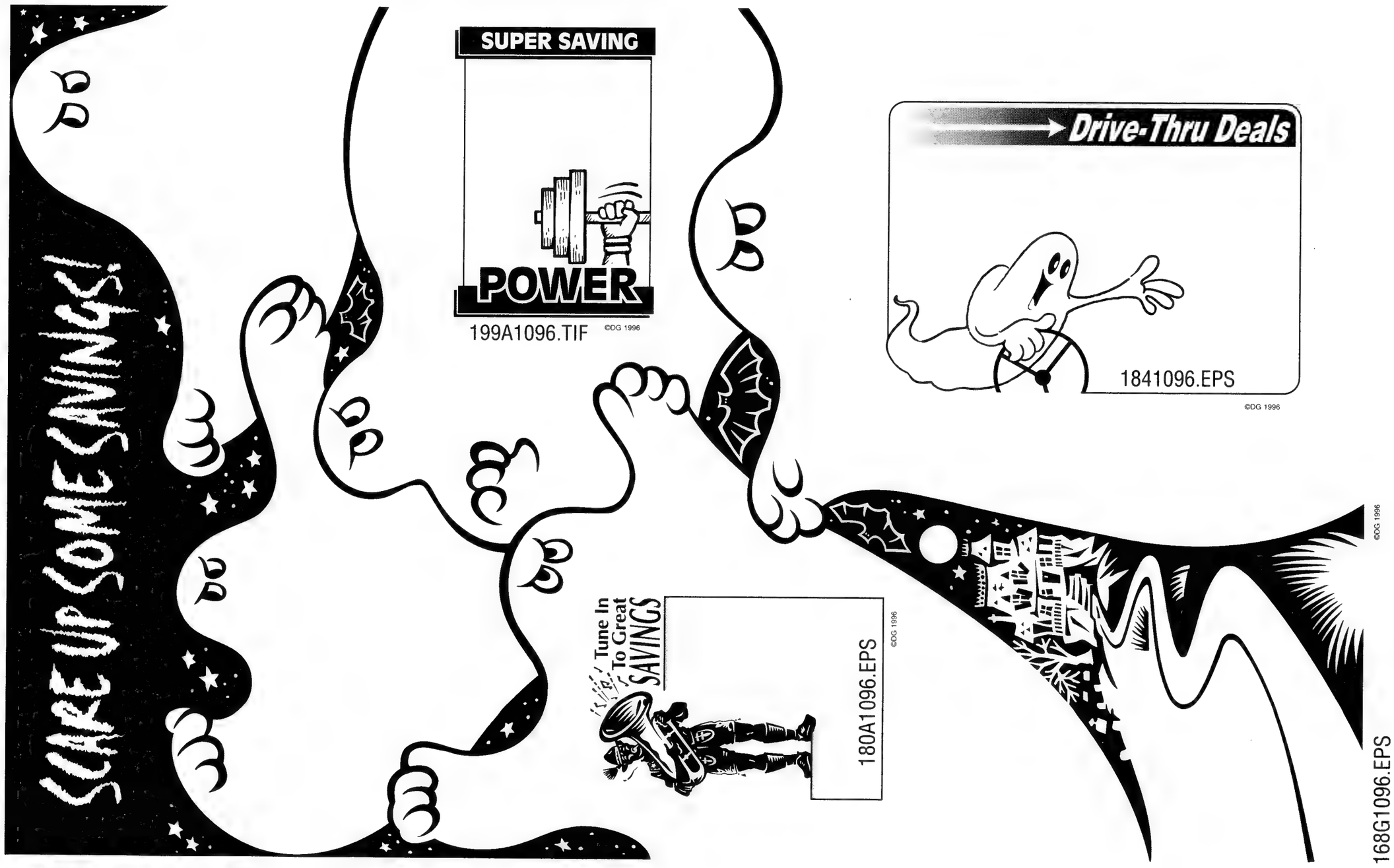

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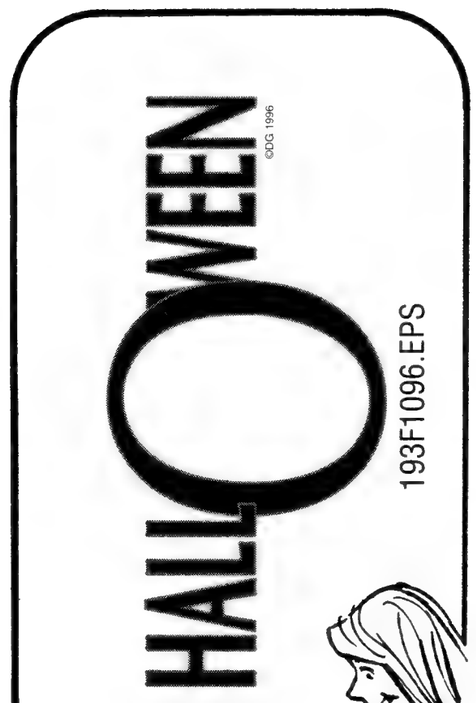

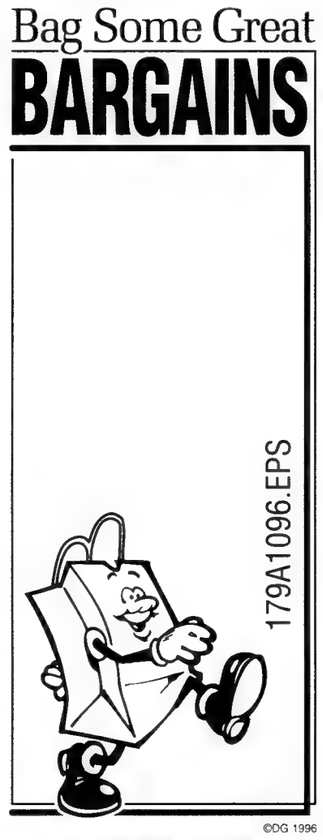

171G1096.EPS

174F1096.EPS HEADLINE ONLY

172S1096.TIF ©DG 1996

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SCARE UP SOME SAVINGS!

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203F1096.EPS

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If's A Hit

178A1096.TIF

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You'll Smile At The Savings

183A1096.EPS

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One Creepy Sale!

185A1096.EPS

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SAVINGS BREAKTHROUGH!

TRICK ~or~ TREAT SALE

195F1096.EPS ©DG 1996

WORKING WOMAN'S SALE

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SAVINGS BREAKTHROUGH!

CRAZY EIGHTS SALE

198A1096.TIF

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WE'RE SMASHING PRICES

196F1096.EPS ©DG 1996

Autumn

204F1096.EPS ©DG 1996

MOTOR WISE Guys

MOTOR WISE Guys ©DG 1996

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170S1096.TIF

LATE-NIGHT SUPER SALE

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167G1096.EPS

HALLOWEEN

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TRICK ~or~ TREAT SALE

195F1096.EPS ©DG 1996

173G1096.EPS ©DG 1996

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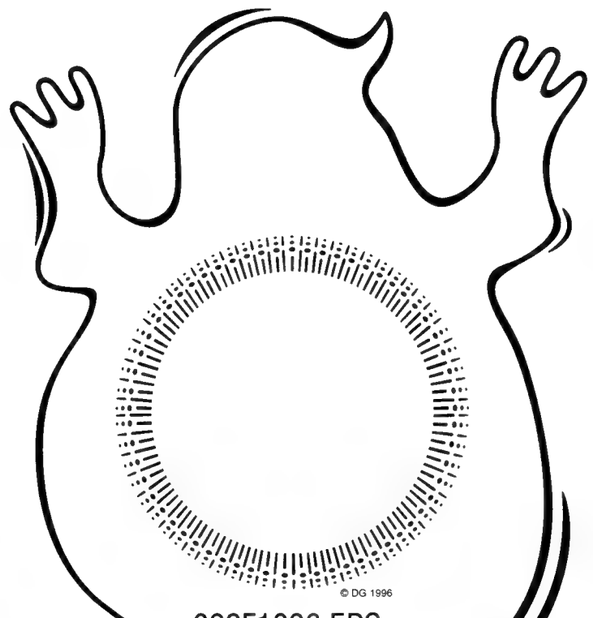
100F1096.EPS



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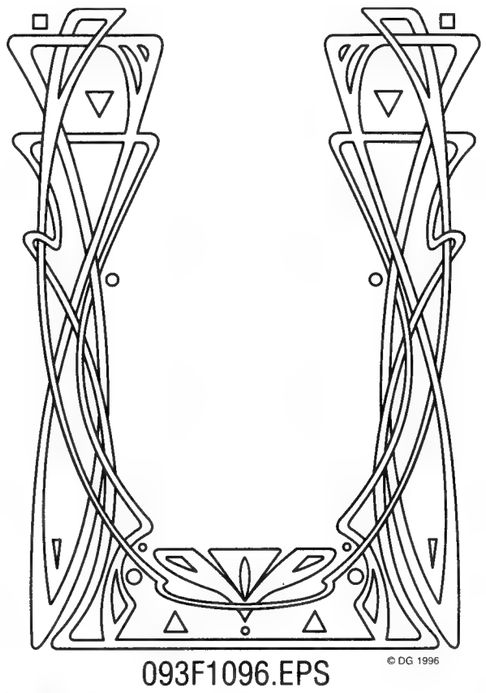

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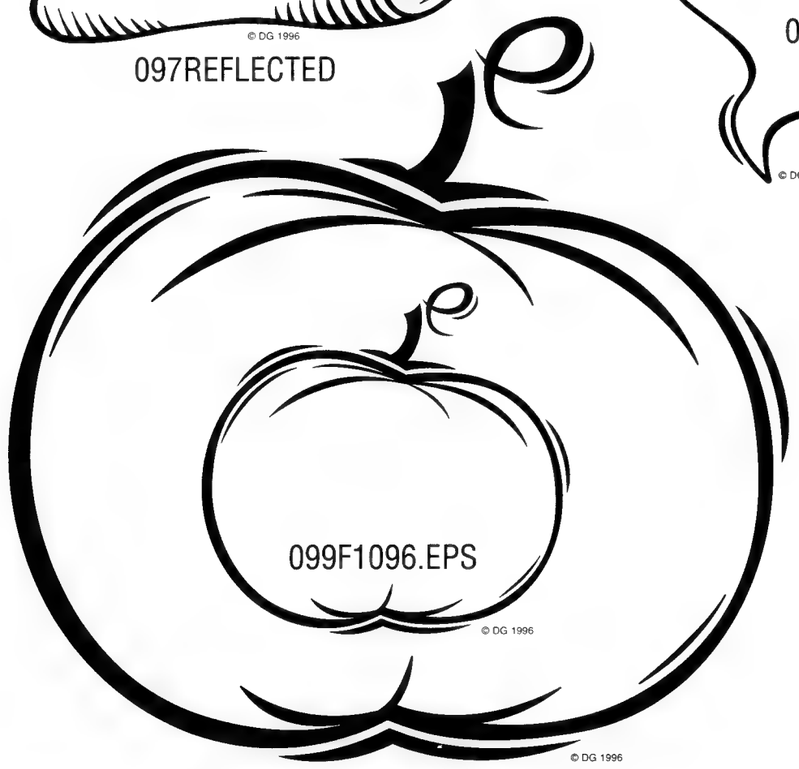

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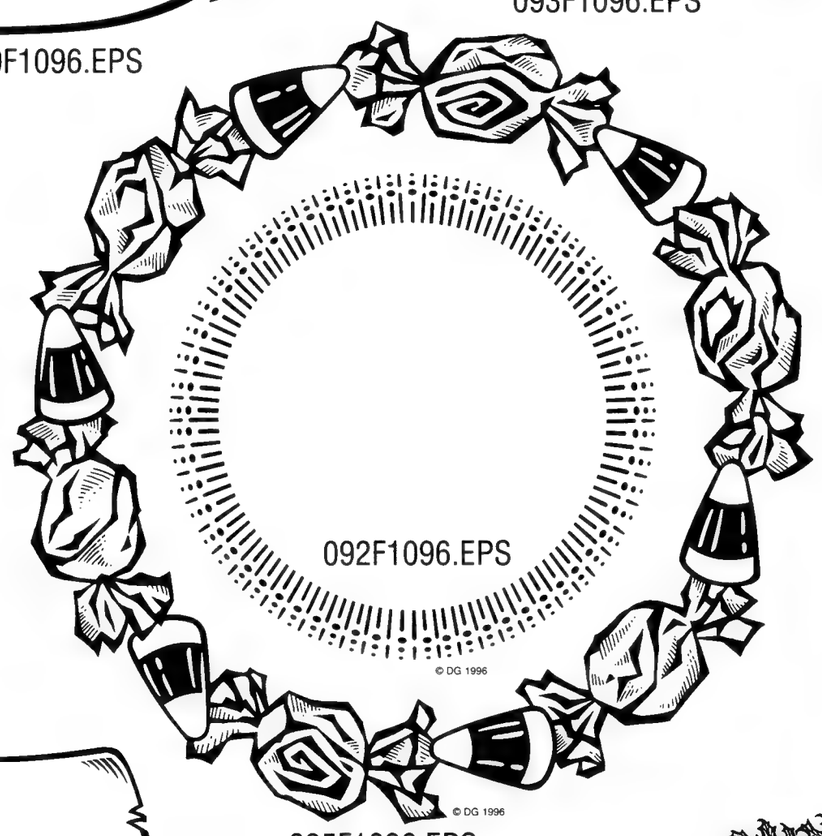

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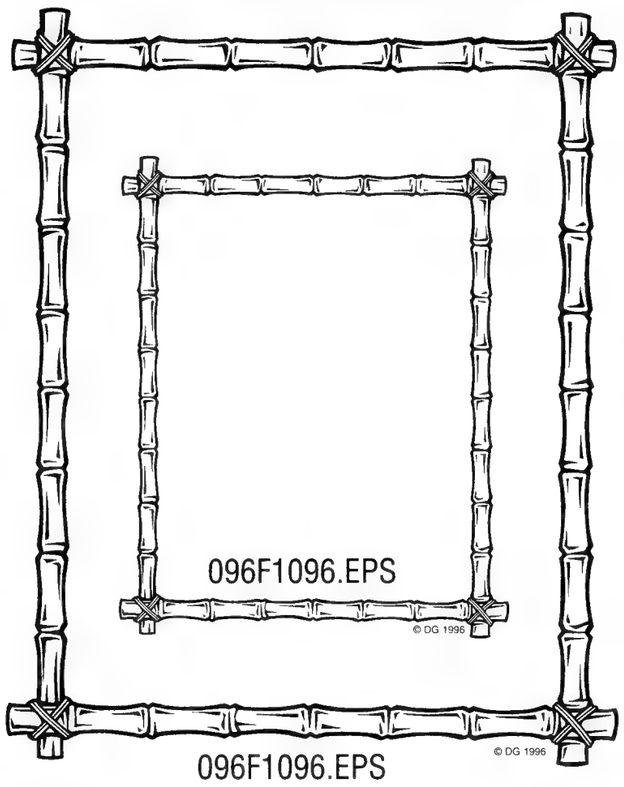

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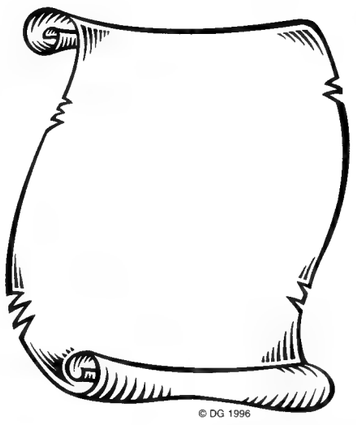

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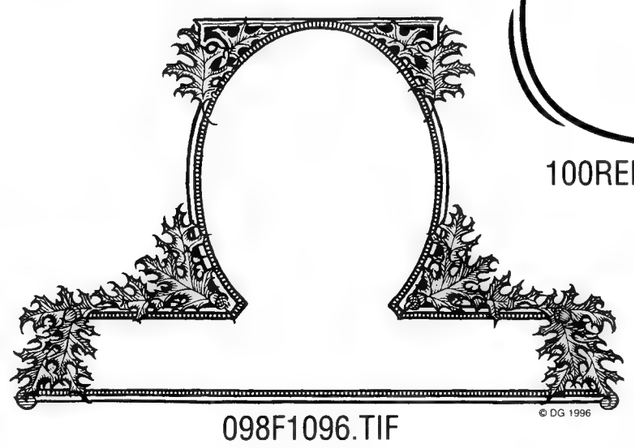

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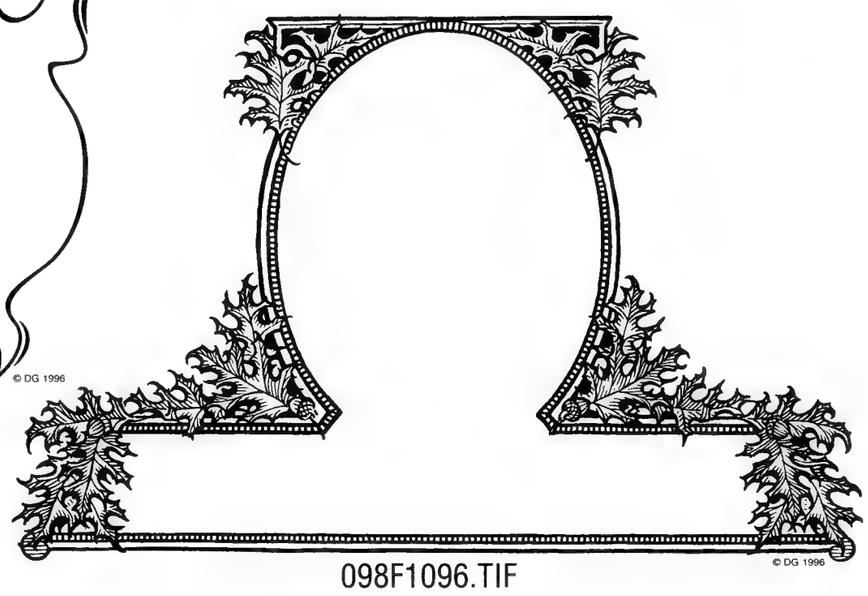

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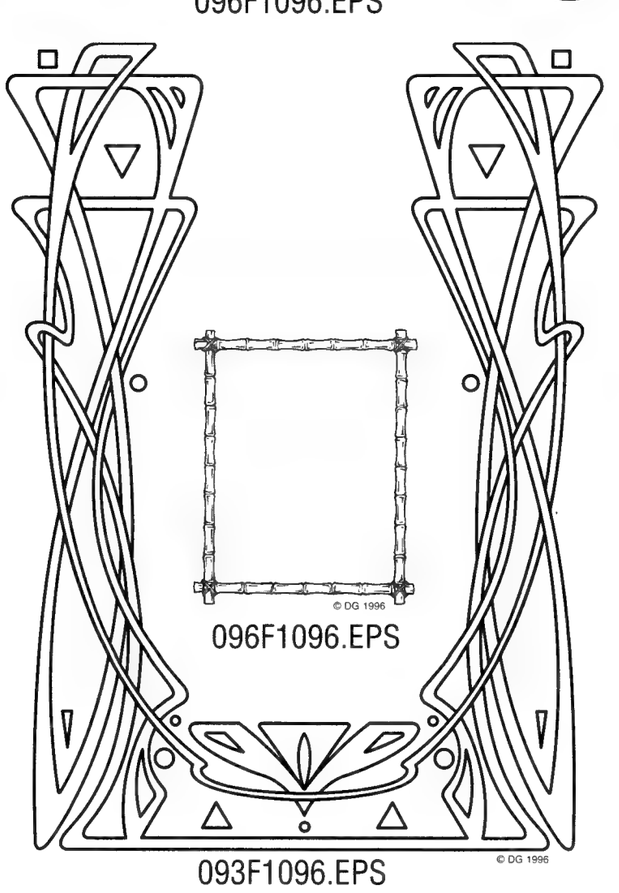

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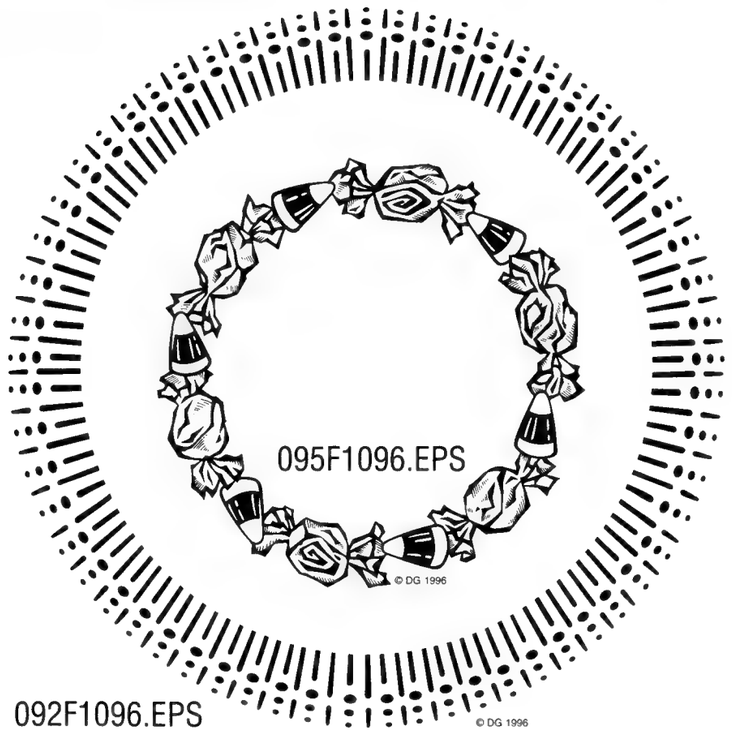

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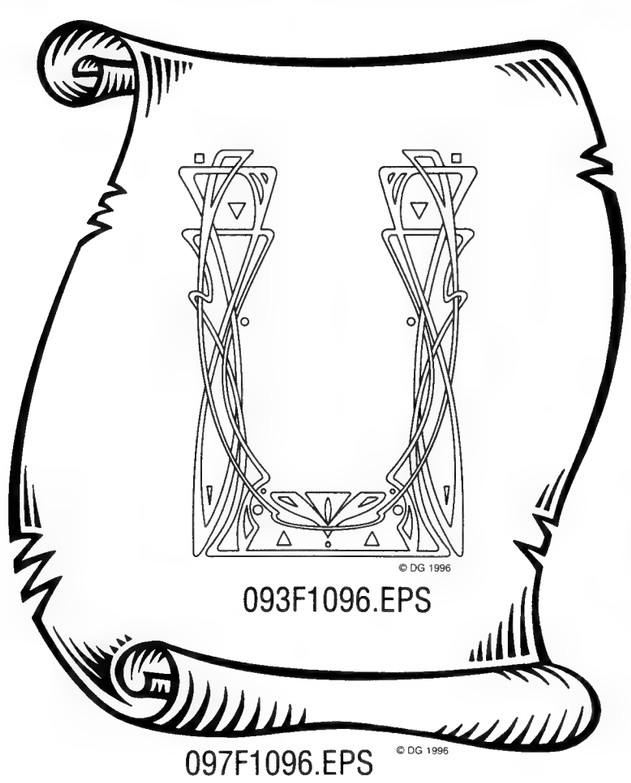

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104F1096.EPS

107F1096.EPS

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Note: Numbers identify images for Electronic PMS subscribers.

CD-ROM EPMS10/96

GENERIC WRAPPED CANDY
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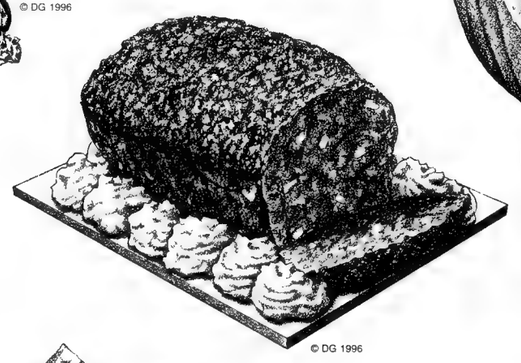

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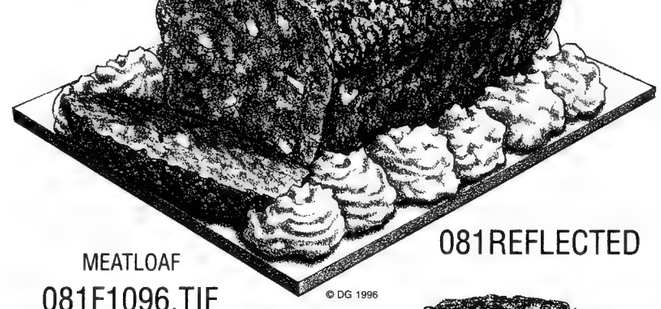

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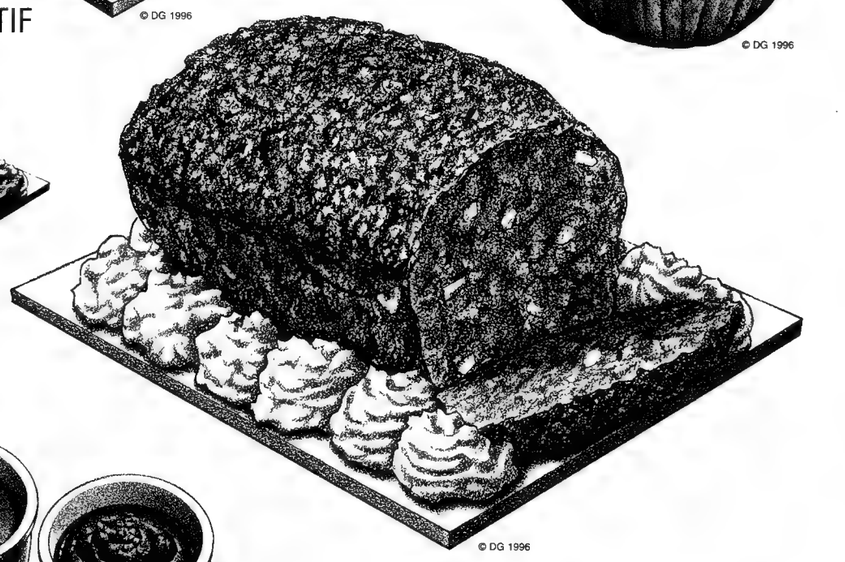

POPCORN
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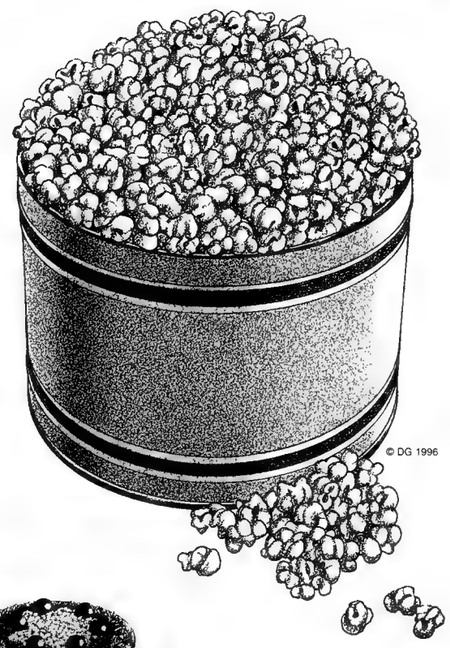

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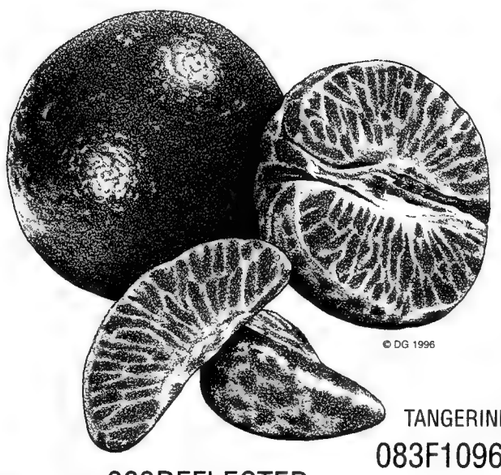

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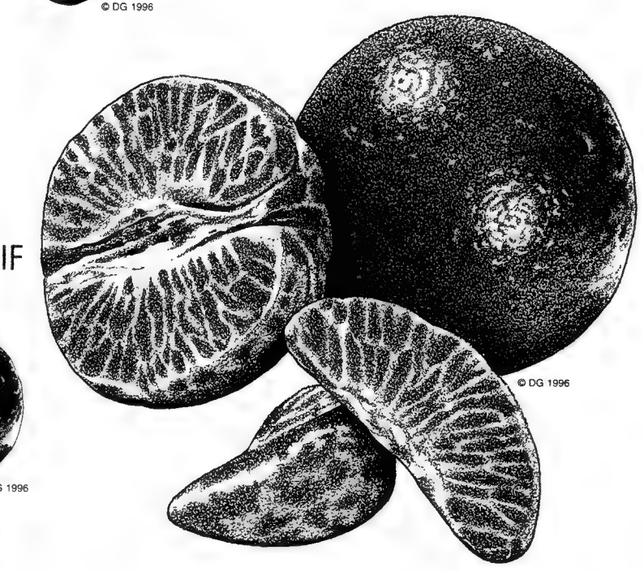

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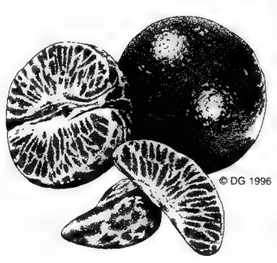

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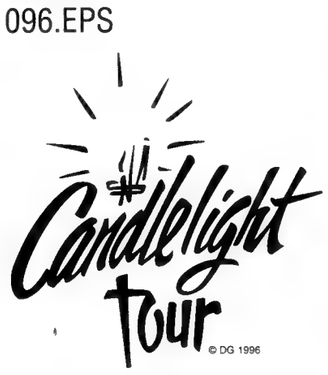

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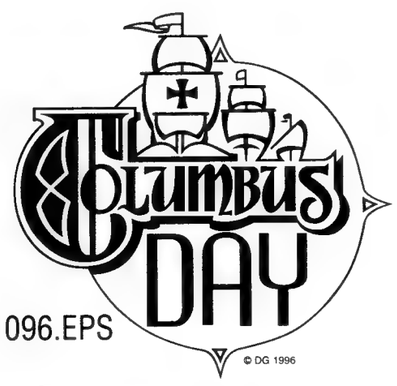

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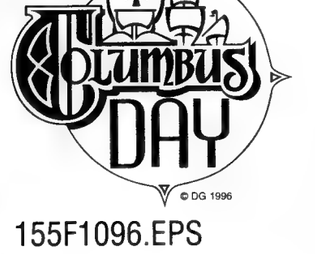

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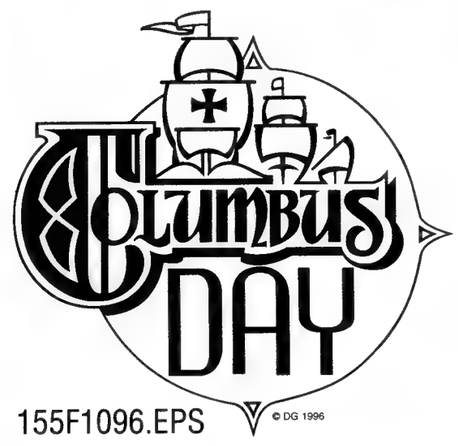

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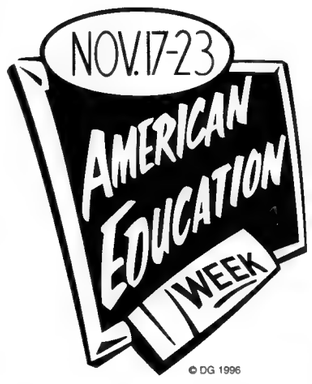

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165F1096.EPS

165F1096.EPS

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BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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091F1096.TIF

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TANNING BED BUSINESS
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SKI SHOP
087F1096.TIF

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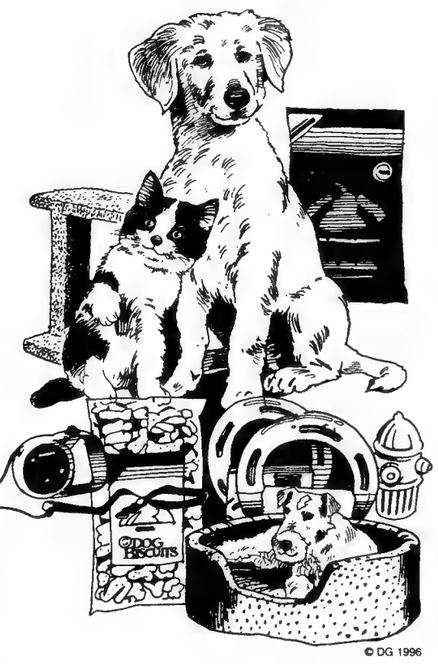

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TUB SURROUND INSTALLATION
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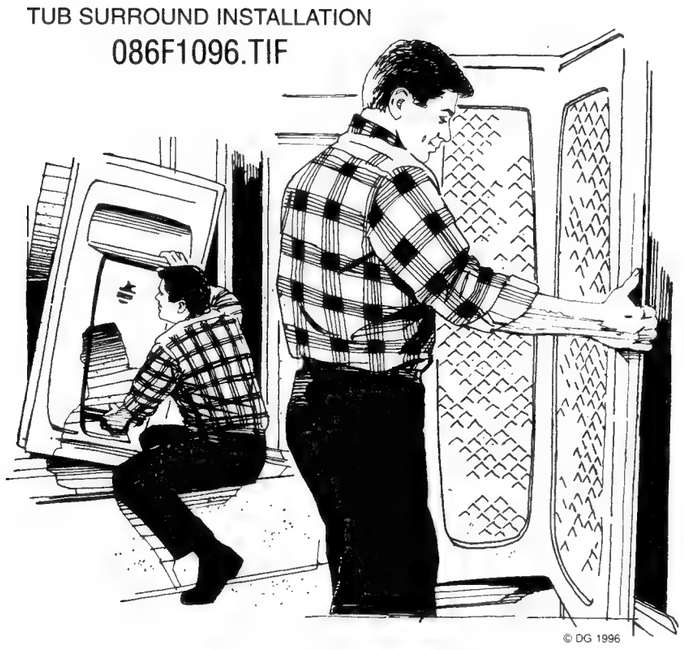
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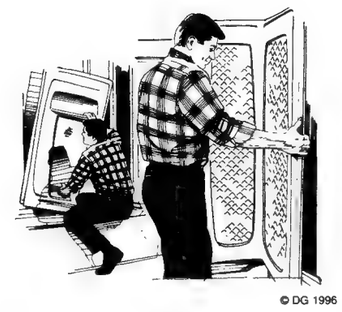
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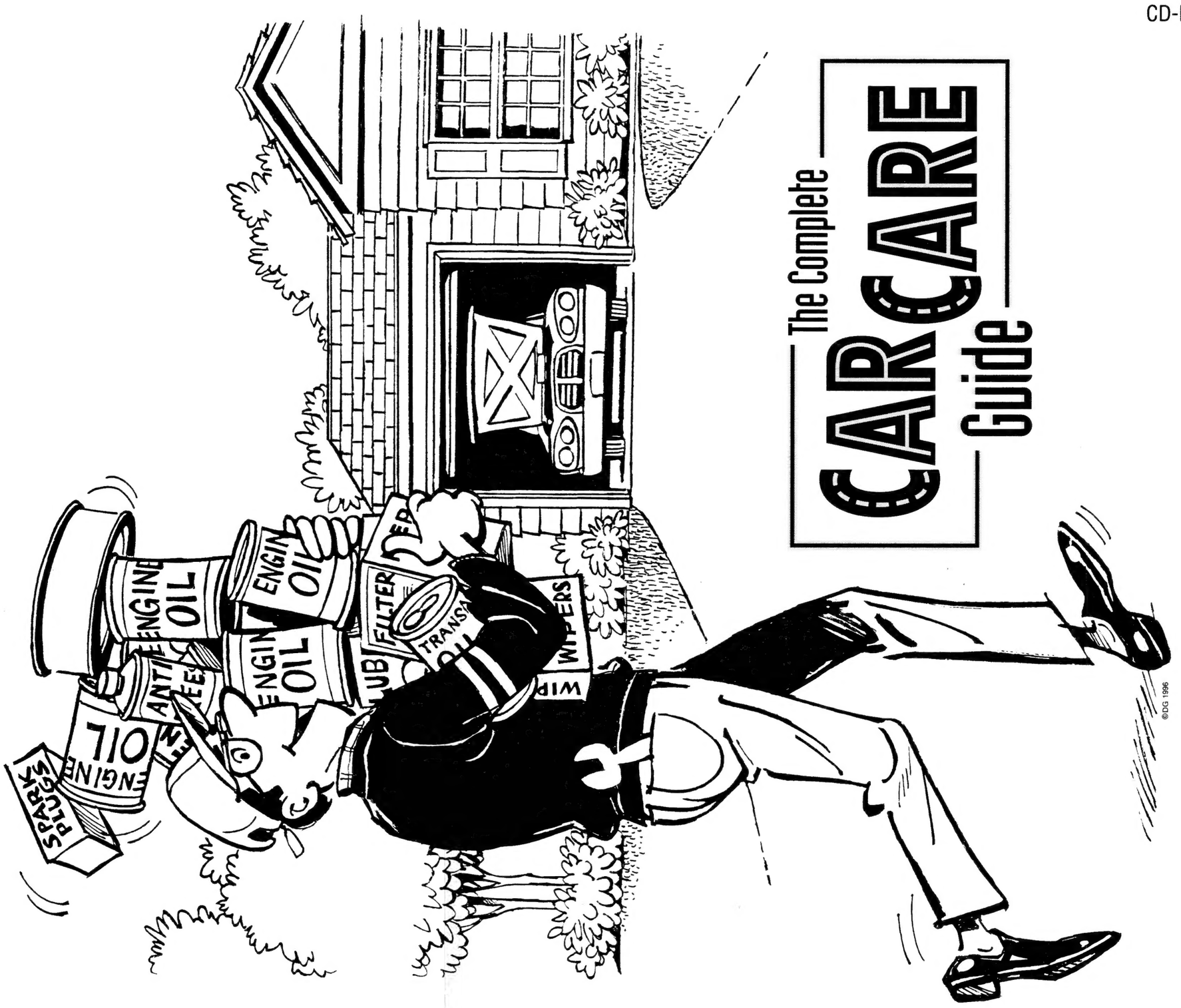

006T1096.TIF (Small Format)

005T1096.TIF (Large Format)
188F1096.EPS HEADLINE ONLY

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

001C1096.EPS (Color Separated, Large Format)
002C1096.EPS (Color Separated, Small Format)

001C1096.TIF (Large Format)
002C1096.TIF (Small Format)

Note: Numbers identify images for Electronic PMS subscribers.

• RED PLATE

• YELLOW PLATE

• BLUE PLATE

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This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• BLACK PLATE

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• •POCKET $25.00• •

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2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

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Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
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TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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